35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 25, 1961

Accelerated tempo in spot tv buying puts premium positions in short supply 23

Special report: the fantastic expansion in the San Francisco Bay Area 59

Major dentifrice advertisers plan strategy emphasizing fluoride products 24

Carlisle, Seavey promoted as NAB sets new administrative pattern 38

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RADIO is the voice they can trust

Only Radio keeps them close to the world around them with a sound that's warmly companionable. Radio, in harmony with this atmosphere of trust, is always beside them wherever they may be. And, only with Spot Radio can you enter their world at a time precisely right for you.

OB	Albuquerque	WINZ	Miami	WRNL	Richmond
SB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
GR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
GN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
FAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
DAL	Duluth-Superior	WIP	Philadelphia	KREM	Spokane
RC	Houston	KPOJ	Portland	WGTO	Tampa-Lakeland-Orlando
AF	Kansas City	WJAR	Providence	KVOO	Tulsa
RK	Little Rock			KIRL	Wichita

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

HOOT MON! REGIONAL RADIO IS A THRIFTY BUY

(WNAX-570 RADIO, THAT IS)

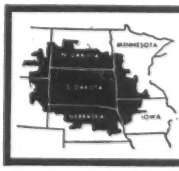
Where else will one buy deliver 2¼ million people with $3 billion to spend in 175 counties of the world's richest agricultural areas?

Nowhere but in Big Aggie Land, the prosperous upper Missouri Valley area that's rated as America's 40th Market by a special NCS Survey. Only WNAX-570 defines and delivers Big Aggie Land. A January '61 Pulse gives WNAX-570 top rating in every quarter hour, every day. See your Katz Man for the thriftiest regional radio buy—WNAX-570.

WNAX-570 CBS RADIO

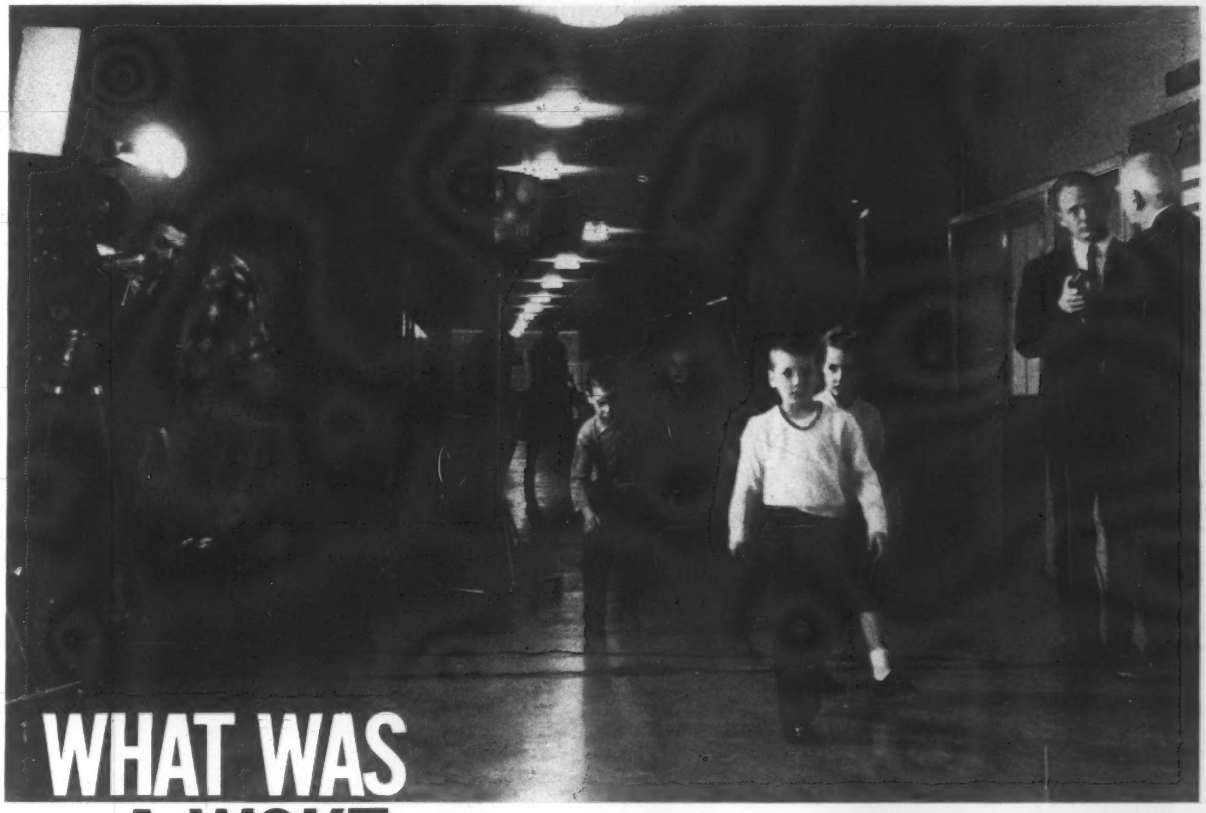
PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia



WHAT WAS A WCKT NEWS TEAM DOING IN FLINT MICHIGAN?

Responsibility travels many roads. It led a WCKT investigative camera and news team 1683 miles to Flint to explore a revolutionary anti-delinquency project, called the Mott Plan, by which Flint's school plants are used 18 hours a day as neighborhood educational, cultural, recreational and civic centers.

Would the Mott Plan work in Miami?

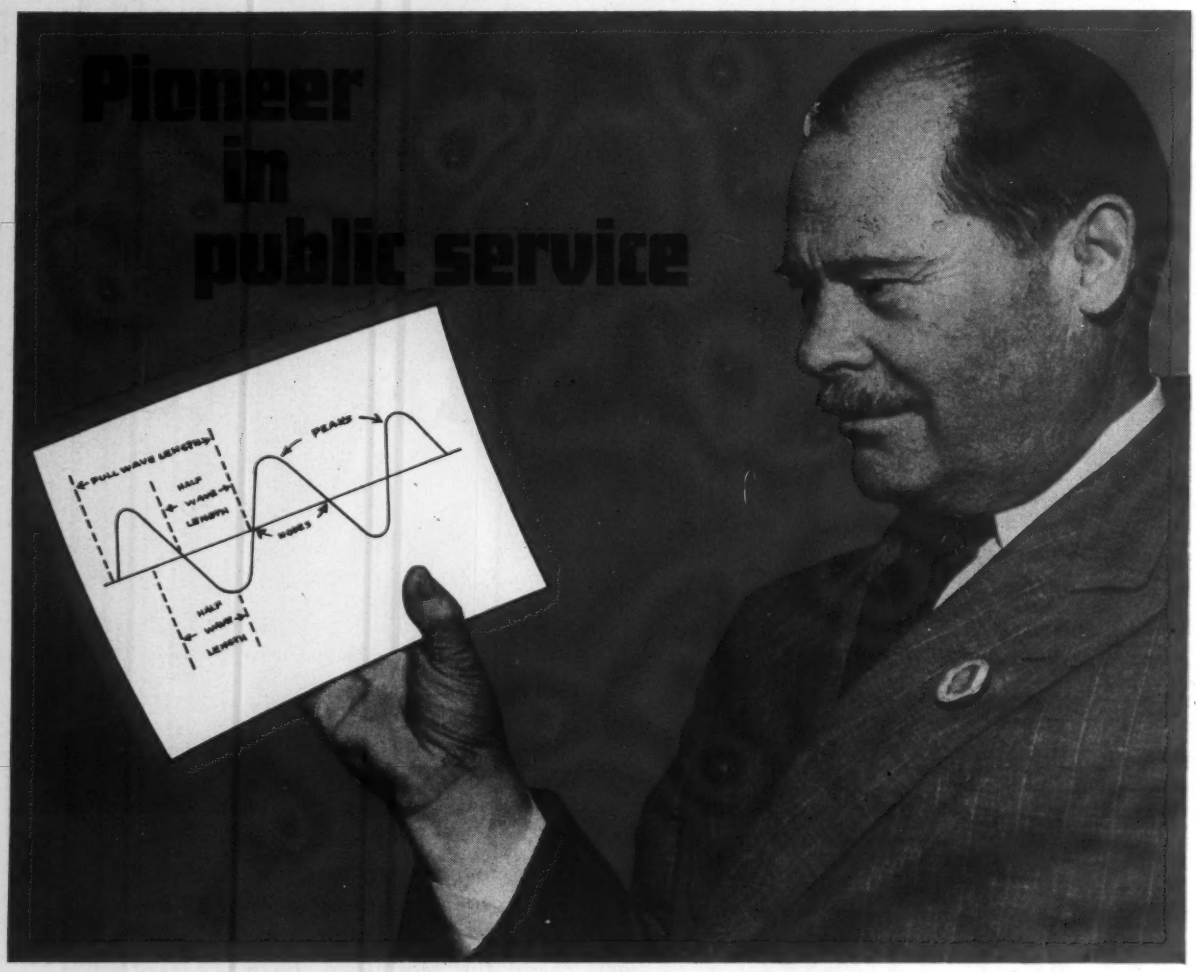
There was some curiosity but very little information. WCKT brought back the information in another one-hour "New Force" documentary that told the Flint story as only on-the-scene film, live and tape production can.

RESULT: The Dade County School System is considering a genuine test of the Mott Plan.

This is Responsibility – television citizenship with showmanship!

WCKT / BISCAYNE TELEVISION CORP.

MIAMI, FLORIDA



Dr. Ernest F. W. Alexanderson made communications history in 1917, when he designed a 200-KW high frequency alternator that produces continuous oscillations. As a result, sound waves carry better, tune more sharply, and world-wide telegraphy is possible.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Rating rigging?

House Subcommittee on Regulatory Agencies (old Oversight Subcommittee) held executive meeting last week with rating services prime topic. Cited was special two-day survey in midwest city presumably by secondary service, during which (1) low-rated station allegedly was told ahead of time by rating firm that it should promote "spectacularly" during period, and (2) top-rated station was indirectly encouraged to postpone planned promotion which happened to coincide with rating period. Result was tremendous increase in rating for one station and similar drop for other. Subcommittee also has evidence of at least one other instance of this type in major southern city.

Subcommittee, which has been noticeably inactive during present Congress, currently plans to hire outside group to continue investigation prior to public hearings. Subcommittee probably will meet at least once during adjournment although no firm date has been set.

Battles to CCBS

Roy Battles, assistant to the Master, National Grange, and former farm director of WLW Cincinnati, is slated for appointment as director of Clear Channel Broadcasting Service with headquarters in Washington. Mr. Battles' appointment was unanimously approved at CCBS meeting in Nashville, Sept. 14, subject to negotiation. He has agreed to assume post, vacant since late last year when Gayle Gupton of Nashville resigned.

FCC appeals board

Creation of "Board of Hearing Appeals" comprising five senior staff members who would decide hearing cases, subject to appeal to full commission, is center-piece of reorganization plan actively under consideration by FCC. Designed to relieve commission of workload so it can spend more time on policy and novel issues, action would constitute biggest delegation of authority by FCC under newly enacted reorganization plan as substitute for President's plan No. 2 which was defeated in House. So far there has been only preliminary discussion but commission hopes to have plan resolved within next few weeks.

If plan passes (there are only two indicated votes in opposition now) board would be recruited from present staff members, principally lawyers. This board would decide hearing cases following initial decision by examiners. Appeals could be taken to full commission which could grant or deny, depending on its appraisal of issues. If denied, appeal would be in order to courts as presently provided. If granted, FCC would hear arguments on narrowed issues. Office would be headed by chief or chairman, with appointees retained at grade 15—same as examiners—and in established salary range of $13,730-$15,030.

Backdoor approach

New and hazardous FCC technique is to use requests for technical changes as hook to question stations' programming. Southern fm station, granted last fall without hearing and with no complaints about proposed programming, applied recently for change of antenna site. FCC fired off letter asking station to explain what it had done to determine "community needs" in light of dearth of religious and educational programs. This backdoor approach is leading some Washington attorneys to advise clients to forego applications for minor changes.

Multi-merger for MW&S?

Newest merger report from Madison Ave.: Mogul, Williams & Saylor (total billings: $19 million) is negotiating for west coast agency. Field was narrowed to two last week, with final agency choice to be made soon. It was reported as early as this summer that MW&S sought association on west coast, but now it's learned agency will not only acquire far west agency (and add some $2-3 million in billings) but also plans to buy similar sized agency in Chicago. Mergers are said to be all part of MW&S' "Four-year expansion plan," running to 1964.

New Bedford's new year

New ch. 6 WTEV New Bedford, Mass., is shooting for January 1 target date with transmitter at Martha's Vineyard, designed to provide grade A service over Providence, R. I. area. Station, headed by Basil Brewer, publisher of *Standard-Times* and owner of WNBH, as majority stockholder under merger of competing applicants, is slated for primary affiliation with ABC-TV. Installation cost: about $1 million.

Caveat vendor

There's new clause being inserted in station sale contracts which, in words of one broker, "we never had to worry about before." This provides that after sale is approved and transfer consummated, sellers must return purchase money if station's license is revoked because of past programming or other lapses which occurred under old ownership.

Center ceremonies on tv

Though opening of its first building is still year away, New York's Lincoln Center for Performing Arts is making extensive tv plans for that event. President Kennedy is to be invited, with New York Philharmonic to perform. Also under discussion is regularly televised program of Philharmonic concerts.

Are buyers neglected?

Buyers in some smaller agencies are beginning to complain that rep salesmen don't get around to see them as often as they once did, with result that these buyers frequently have to take initiative in getting availability lists. They say this parallels rise in self-representation among major group owners who presumably have fewer salesmen and therefore concentrate primarily on bigger agencies, but that trend also is apparent among some of bigger independent reps. They feel these reps are "spreading their salesmen too thin."

May be permanent

New industry institution, South East Radio-Tv Seminar, may become annual event. Success of Sept. 15 Atlanta session in bringing together industry and commission spokesmen on controversial logging-form situation, has led to recommendation that Georgia Assn. of Broadcasters invite station executives and state association presidents in southeastern area to Atlanta every autumn.

Color convert

Reynolds Tobacco Co., Winston-Salem, which experimented with color commercials for Salem cigarettes on black and white series—NBC-TV's *Wagon Train*—this past season, is understood to have decided to extend color effort for Salem on network's *Saturday Night at the Movies* in upcoming season (9-11 p.m.), even though not all feature films will be presented in color. Advertiser also expected to decide soon whether to present Camel and Winston spot announcements on this program in color too. Agency: William Esty Co., N. Y.

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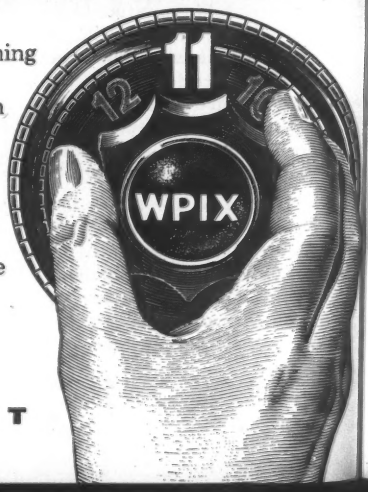
kiddy cornered

NOT YET, TRACY.
IT'S BELIEVED TO HAVE REACHED THE EXPRESSWAY AND HEADED WEST.
PICK M UP AT T HOSPITAL WHEN YO READ
CHT NOT TO REL COMMAND OF TRAINER.
DICK

WPIX-11 has a "corner" on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 *dominates all competition* seven days a week. Every year the biggest new children's show is fed into the most fabulous back-to-back lineup of children's shows in television. This year it's DICK TRACY. No other station comes close in delivering the tremendous New York children's market of more than *three million* youngsters.



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

Choice positions for spot television accounts are getting harder to find during the third quarter, in contrast to the more phlegmatic pace of the first half of 1960, study reveals. See . . .

PREMIUM SPOTS IN SHORT SUPPLY . . . 23

The charms of San Francisco area add up to one of the largest markets in the United States. This economic giant on San Francisco Bay is a nine-county area whose growth rate is drawing wide attention. See Market Study . . .

THE BAY AREA GIANT . . . 59

Whose fluoride do you like? Big dentifrice sponsors are joining battle in effort to capture their share, or more, of the $235 million toothpaste market. Emphasis will be on new fluoride products. See . . .

THE TOOTHPASTE TUSSLE . . . 24

NAB's new administrative pattern as conceived by President LeRoy Collins was approved last week by the board's reorganization committee. William Carlisle and Hollis Seavey promoted to important positions. See . . .

NEW LINEUP FOR NAB . . . 38

Mr. Minow may figure television is a vast wasteland but that doesn't make it unanimous. A major Minnesota research project shows that an overwhelming portion of the public has entirely different ideas. See . . .

PUBLIC AGAINST CONTROL . . . 23

Prize, prize, who's got the prize? An FCC examiner in St. Louis continues hearing into the claim that KWK played tricks in a prize contest. Ex-manager says his boss knew everything that went on. See . . .

JONES: SPHEERIS KNEW ALL . . . 86

The two Mighty Ms of the New York Yankees—Maris and Mantle—are making money like mad thanks to the power of television in the exploitation of fame and talent. Behind the scenes: Frank Scott, their agent. See . . .

MONEY FOR MARIS, MANTLE . . . 32

Voiding of the ch. 9 tv grant of WLOF-TV Orlando, Fla., was recommended in an initial decision by James D. Cunningham, FCC hearing examiner. Joseph L. Brechner says station will file exceptions at once. See . . .

ORLANDO INITIAL DECISION . . . 89

Now it's the blue-chip advertisers turn to tell the FCC's four-year-old long hearing all about program practices of tv networks. Testimony will be heard in New York before Examiner Cunningham. See . . .

TV CLIENTS FACE FCC . . . 50

There's more Canadian television for Canadian viewers on the season's schedules. Many U. S. programs are on the Canadian Broadcasting Corp. network but the Dominion is getting a larger share of its own programs. See . . .

CANADIAN TV FOR CANADA . . . 97

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BROADCASTING

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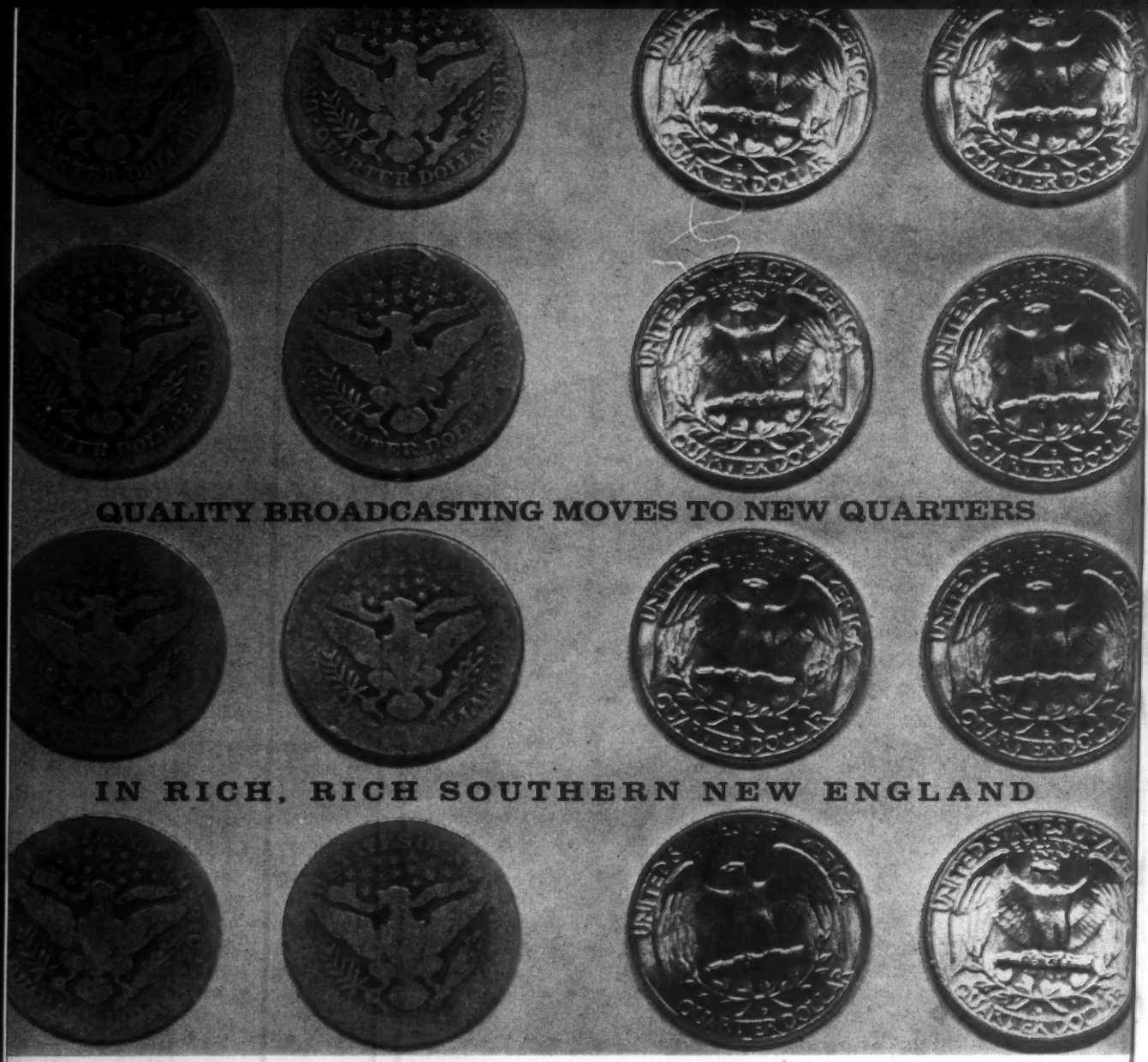


ON SEPTEMBER 23, WTIC TV3-AM-FM EVACUATED QUARTERS AT 26 GROVE STREET, HARTFORD, WHERE WTIC BEGAN BROADCASTING NEARLY 37 YEARS AGO.

NOW, WTIC TV3-AM-FM IS LOCATED IN THE WORLD'S MOST MODERN TELEVISION AND RADIO FACILITY AT **BROADCAST HOUSE, 3 CONSTITUTION PLAZA, HARTFORD 15, CONNECTICUT**

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY HENRY I. CHRISTAL COMPANY

AT DEADLINE

Networks to study Tv 'children's hour'

FCC Chairman Newton N. Minow's proposal that tv networks develop quality children's programs and rotate them among three networks through week got quick response Friday (Sept. 22).

Each network said it would give Minow Plan its consideration. Mr. Minow delivered major speech at Radio & Television Executives Society luncheon in New York before more than 1,000, record attendance in 23-year history of RTES (see story, page 52).

Robert E. Kintner, NBC president, said network is ready to meet with other two on Minow proposal, and favors "all practicable steps to expand and improve quality programming which contributes to the development of the nation's youth."

Frank Stanton, CBS president who was on west coast on programming trip, said network would give "serious consideration" to plan and he looks forward to all three networks sitting down and discussing it.

Leonard H. Goldenson, AB-PT and ABC president, said his network is willing to study matter seriously. All three cited youth shows now on air and programmed by each.

Highlights of news conference held later:

Asked about Doerfer Plan (in which networks last season programmed public information shows in specific prime-time periods and turned some time each month back to stations for local shows), Mr. Minow said he favored this in principle, thinks it brought results and that FCC may pursue that line but is concentrating right now on children's programming.

FCC hopes to wind up its network study by end of this year, Mr. Minow said. In answer to another question, he stressed that stations will be held to their promises on what they feel is broadcasting in public service.

He predicted Congress will resolve matter of network licensing "one way or the other" next year. He said it's up to public to let FCC know its reactions to tv programs, and felt public must be told "it controls broadcasting" and in last analysis can change it.

FCC composite week

Composite week to be used for program analysis by applicants for renewal of license and major changes in facilities during 1962 was announced Friday (Sept. 22) by FCC. Week is as follows: Sunday, Oct. 12, 1960; Monday, Nov. 14, 1960; Tuesday, Jan. 31, 1961; Wednesday, March 1, 1961; Thursday, May 11, 1961; Friday, June 9, 1961, and Saturday, Aug. 5, 1961.

"Commission also reminded applicants that forms permit submission in narrative form of additional information on programming to supplement composite week.

Wilson asks damages for Miami ch. 10 delay

L. B. Wilson Inc., holder of grant for Miami ch. 10, has asked U. S. Supreme Court to require National Airlines to pay damages "because of the delay occasioned by the filing of the petition for a writ of certiorari."

National Airlines, fighting FCC's order, has asked Supreme Court to review appeals court decision upholding FCC's 1960 order which voided 1957 ch. 10 permit to National and awarded it to L. B. Wilson. National received stay until Oct. 16 from Chief Justice Earl Warren two weeks ago (BROADCASTING, Sept. 11).

Motion for damages for delay, filed under court rule, includes affadavit by Charles H. Topmiller, president of L. B. Wilson, indicating company has spent over $1 million—and over $746,000 for physical assets and $255,000 to keep station on standby basis (with August running $15,000 for this purpose), plus commitments involving $45,600 for two-year lease on studio building, and $2,100 for option to purchase building.

L. B. Wilson asked that special master be appointed by court to determine damages and compensation.

Nielsen tv report out on new fall programs

First ratings reports (using Nielsen multi-market survey of 24 cities) on this seasons's newly-started programs were being studied Friday (Sept. 22).

Among new shows, giving rating and share, along with competing programs (starting show given first): *International Showtime* on NBC-TV, Sept. 15 (Fri. 7:30-8:30), 17.1 and 34, as against *Rawhide* on CBS-TV, also 17.1 and 34, and ABC-TV's *Matty's Funday Funnies* and *Harrigan & Son* averaging 7.7 and 15. *Car 54, Where Are You?* on NBC-TV, Sept. 17 (Sun., 8:30-9 p.m.), 23 and 39, as against *Ed Sullivan* (CBS-TV) and *Lawman* (ABC-TV) 17.4 and 13.4, respectively.

Dupont Show of the Week on NBC-TV, Sept. 17 (Sun. 10-11), 21.7 and 38, against CBS-TV average of 19.2 and 34 for that hour and ABC-TV's 10.7 and 19.

Defenders on CBS-TV, Sept. 16 (Sat. 8:30-9:30), 21 and 38, against NBC-TV's average 15.6 and 29 for hour and ABC-TV's 13.7 and 25.

Follow the Sun on ABC-TV, Sept. 17 (Sun. 7:30-8:30), 16.3 and 31, *Dennis the Menace* and *Ed Sullivan* averaging 19.1 and 36 for that period, and NBC-TV news special and *National Velvet* in that period averaging 10.6 and 20.

McGee poses questions on GE, WBC licensing

Sen. Gale McGee (D-Wyo.) on Friday urged FCC to closely examine "implications" of granting television licensees to giant corporations like General Electric Co. and Westinghouse Electric Corp.

He said "dangerous situation" exists in absentee ownership of television stations by corporations that are defense contractors. Such companies have "double interest as well as capability in shaping public opinion," he said. GE and Westinghouse are "prime examples" of this situation, he added.

Second "dangerous consequence of current trend," he said, is difficulty of fixing responsibility for conduct as licensee, since large corporations establish subsidiaries to operate tv properties. He noted that licenses of GE and Westinghouse stations are up for renewal at time when officers of both parent concerns have been fined and jailed for antitrust violations. "Where does corporate responsibility begin—or end—in the holding of tv licenses?" he asked.

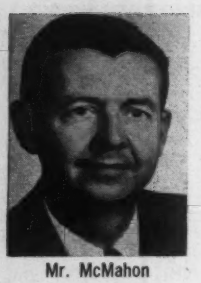
He said "cold, calculating assessment" of situation is needed now, "before it is too late."

Union listener boycott asked in KFWB strike

Listener boycott was recommended Thursday to end 11-week-old strike by American Federation of Television & Radio Artists against KFWB Los Angeles by representatives of 23 unions, who pledged "complete support" to

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. McMahon

Joseph M. McMahon Jr., previously director of advertising, Joseph Schlitz Brewing Co., appointed vp in charge of business development for Benton & Bowles, New York. He will report directly to agency president, William R. Hesse. Before joining Schlitz eight years ago, Mr. McMahon was general manager of Potosi Brewing Co. and general sales manager and assistant to president of Atlantic Brewing Co. He has headed his own advertising agency in Chicago and has been associated with Grant Adv., Campbell-Mithun and Kirkgasser-Drew agencies.

Mr. Wrath

John H. (Jack) Wrath, formerly president of Headley-Reed Co., New York, appointed manager of Chicago office of Paul H. Raymer Co., radio-tv station representative. Mr. Wrath joined Chicago branch of Headley-Reed in 1939 and subsequently was named manager of office there. Two years ago he was moved to New York as president of company. Headley-Reed merged with Bolling Co. earlier this year and Mr. Wrath remained with consolidated organization for several months before resigning.

Mr. McArdle

John E. McArdle, vp and director of tv sales, Metropolitan Broadcasting Co., New York, appointed to newly created post of vp and general manager of Metropolitan's WNEW-TV New York. He joined station in 1957 as account executive. Following year he was named general manager, WTTG (TV) Washington, another Metropolitan station, and returned to New York in May this year as vp and sales director. In past, he has been with NBC's spot and network sales departments and with Ziff-Davis Publishing Co. as sales executive.

Frank A. Sherer, financial vp, Interpublic Inc., New York, and former president of Knickerbocker Savings & Loan Assn., that city, appointed executive vp of Interpublic. Before joining Interpublic (formerly McCann-Erickson Inc.) in 1959, he had spent 29 years in banking as president of Knickerbocker, senior vp of Corn Exchange Bank & Trust Co., New York and vp of Chemical Corn Exchange Bank, New York. He will continue to have prime responsibility for all Interpublic financial matters.

For other personnel changes of the week see FATES & FORTUNES

AFTRA in negotiating "an honorable strike settlement."

Group voted to appoint action committee to meet with KFWB in effort to bring about resumption of bargaining in good faith between station and AFTRA. Unions also agreed to recommend that their members "cooperate in this decision by all legal means, including refraining from listening to KFWB until a settlement is achieved, and to urge their relatives, friends and neighbors to do likewise and to request the sponsors not to advertise on KFWB until the dispute is ended."

Unions represented at meeting included: AFM, IBEW, NABET, Actors Equity, SAG, WGA, AGVA, AGMA, ITSE and its member unions.

Fahey Flynn buys WCSR

WCSR Hillsdale, Mich., was sold by Ruth Keister and Russell Holcomb to Fahey Flynn, Chicago newscaster, for $105,000. Station is on 1340 kc with 500 w day, 250 w night. Broker was Hamilton-Landis & Assoc.

ASR buys games on ABC Radio

American Safety Razor Co., division of Philip Morris Inc., N. Y., will sponsor 10 Notre Dame football games on ABC Radio in fall. First is set for Saturday, Sept. 30. Sponsorships represent razor company's first sports venture on network radio. Firm also has first refusal on sponsoring Notre Dame games next year. Agency: Benton & Bowles Inc., N. Y.

Hamel 'volunteered' to lie, says Jones

Former KWK St. Louis General Manager William L. Jones Jr., who earlier in week told FCC hearing examiner that KWK Sales Manager Don E. Hamel "volunteered" to hide treasure hunt prizes late in contests (see story page 86), testified Friday that Mr. Hamel also "voluntered" to lie to FCC investigators.

Mr. Jones made charge during further cross examination by KWK counsel in station's revocation hearing in St. Louis. Mr. Jones also had implicated KWK President A. M. Spheeris in "rigged" contest circumstances.

Mr. Hamel testified earlier that Mr. Jones "ordered" him to hide prizes late in treasure hunts and ordered him to lie to all KWK principals and to FCC. Two treasure hunts involved $1,000 and $1,500 prizes, respectively, and were held in mid-1960. KWK repeatedly contends it volunteered truth to FCC when it was learned.

Mr. Jones Friday changed his testimony about where he and Mr. Spheeris were in Chicago when Mr. Jones said he had to return to St. Louis to "get rid" of second treasure hunt prize and end contest. Friday Mr. Jones thought it might have been at brunch at Ambassador East. Earlier in week he thought it was Sheraton Bar. KWK counsel questioned witness in detail about his various recollections of certain events but Mr. Jones admitted at times he could not recall for sure.

Asked his understanding of his admitted false affidavit to FCC, Mr. Jones thought it certified his signature and date. Asked if he knew it attested to truth of contents, he replied, "No, I'd never had that understanding." He could not recall if notary had administered oath when he signed.

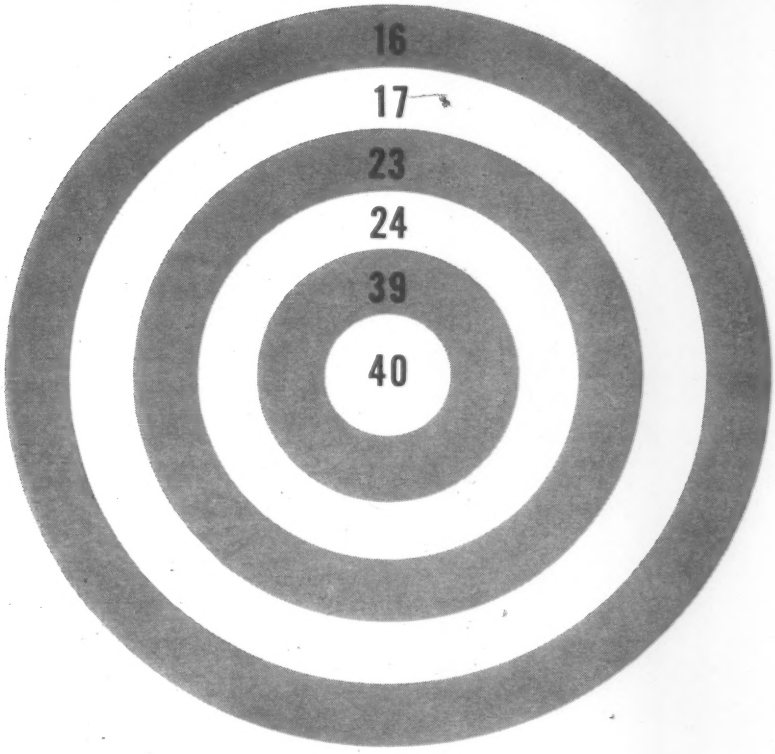
FCC counsel Friday afternoon announced conclusion of government case. Examiner recessed hearing until Wednesday in Washington when date will be set for KWK to present defense case.

Catv sales top $1 million

Sales of three community tv systems were announced Friday:

- H&B American Corp., Los Angeles, paid $1 million for catv systems in Missoula and Whitefish, both Montana.
- Milton Thurber, Ontario, Calif., accountant, bought Lake Arrowhead, Calif., catv for $72,500.

Missoula system serves over 4,000 subscribers; Whitefish group, almost 1,000. H&B purchase includes microwave system.



ARCH RIVALS

Two fiercely competitive businessmen were cold-warring—throwing dirty looks, casting aspersions, even hurling abusives. Realizing this was hurting them both, they finally decided to settle the feud once and for all in a civilized duel.* The winner would merge the two businesses and hire the loser (for further sport).

Terms of the duel: whoever first scored exactly 100 in the target would win. Each could begin shooting whenever he figured out the combination of rings to hit for that score. Assuming both men were straight shooters (in archery, at least), how many arrows did the winner use and what rings did he hit?

Send us the answer and we'll send you an exciting new prize. We're offering several, so be sure and tell us what you've won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. II, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

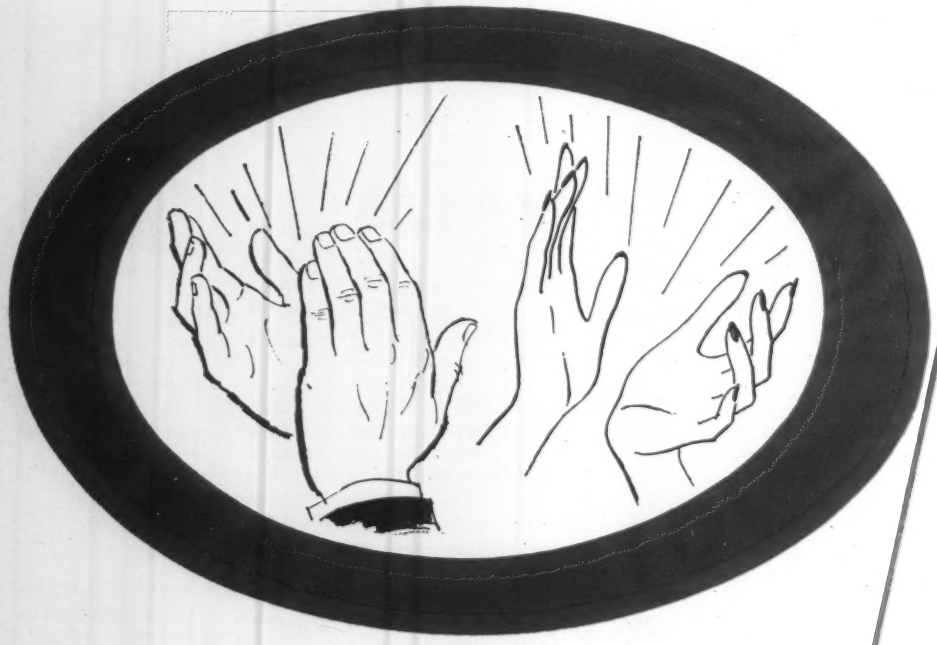
* No duality in *some* places. One example: WMAL-TV feature films, best buy in Washington, D. C., after 11:30 p.m., with the lowest cost per 1000 homes for 1960-61 season. (ARB, Oct., 1960 thru Apr., '61)

wmal-tv abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

The New Sound from Programatic®



Automated for FM

World's Finest Adult Music

Newly recorded in Full Fidelity

O-Vation Music – sparkling new tunes plus personalized new format – represents the finest automated radio service available. Geared to today's mature audiences and to FM programming needs, each 8-hour O-Vation Music tape plays exciting *NEW* instrumental and vocal arrangements drawn from the greatest talent in the world. It's the economical way for a broadcaster to separate FM from AM programming. Played on superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

Equally important is O-Vation's flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs.

VATION
music

Only Programatic equipment is specially designed to play O-Vation Music to maximum advantage. Programatic starts and stops O-Vation tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times *you* select. From the small local broadcaster to big city giants, FM *or* AM, this means great savings in manpower and operating costs.

O-Vation Music is available to only *one* station per market. Make it yours and open new horizons of audience and profit potential. To find out more about it, just send in this coupon.

an international affiliate of Wrather Corporation

Programatic Broadcasting Service
229 Park Avenue South
New York 3, New York

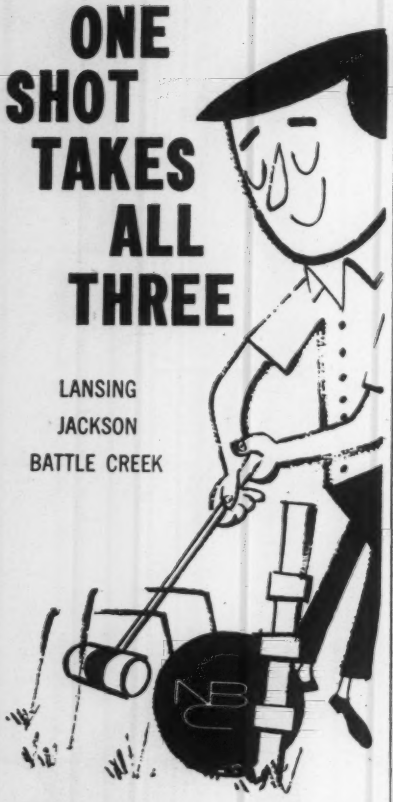
Please send me information
on O-Vation Music and
Programatic equipment.

Name_____

Address_____

City_____ State_____

ONE SHOT TAKES ALL THREE



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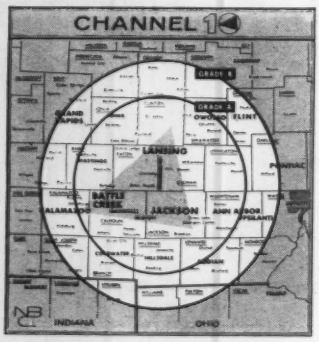
A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

SEPTEMBER

•Sept. 25—**Hollywood Advertising Club**, luncheon. Hotel Hollywood Roosevelt, 12 noon.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

•Sept. 27—**Academy of Television Arts & Sciences**, Hollywood chapter. Panel discussion—"Is Tv Indeed a Wasteland?" Hollywood Palladium, 8 p.m.

Sept. 27-30—Radio Television News Directors Assn., 15th international convention. Statler-Hilton Hotel, Washington, D. C.

•Sept. 28—**Federal Communications Bar Assn.**, luncheon meeting with Kenneth F. Cox, chief of the FCC's Broadcast Bureau, speaking on "Program Form and Logging Changes—What's All the Shouting About?" Washington Hotel, Washington, D. C.

Sept. 28—Assn. of National Advertisers, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-29—Tennessee Assn. of Broadcasters, Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter;* Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—National Federation of Advertising Agencies, central states group. Lake Tower Motel, Chicago.

Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—American Women in Radio & Television, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—American Women in Radio & Television, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in FCC rulemaking on new program reporting forms and logging requirements, extended from Sept. 7.

Oct. 2-3—**New Jersey Broadcasters Assn.**, Colony Motel, Atlantic City. **FCC** Commissioner Robert T. Bartley will speak at Oct. 2 dinner; Howard H. Bell, NAB vice president, will address opening luncheon.

Oct. 2-4—**Canadian Electronic Conference of Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers**, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

•Oct. 4—**Chesapeake AP Broadcasters Assn.**, workshop. State Capitol Bldg., Annapolis, Md.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences**, luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

•Oct. 6—**UPI Broadcasters of Michigan.** Poplars Motel, East Lansing.

Oct. 6—New deadline for comments on **FCC** rulemaking to deter tv stations from establishing translators for sole purpose of increasing their coverage area.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

•Oct. 6-7—**Indiana Broadcasters Assn.**, fall meeting. Speakers include FCC Commissioner Robert E. Lee. French Lick Sheraton Hotel, French Lick.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

•Oct. 6-8—**National Academy of Television Arts & Sciences**, trustees' meeting. Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies**, eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America**, 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

•Oct. 9-10—**North Carolina Assn. of Broadcasters**, fall meeting. Mid-Pines Club, Southern Pines.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

RAB management conferences

Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.

How the ocean grew "ears" to pinpoint missile shots

A quarter of the world away from its launching pad an experimental missile nose cone splashes into the ocean.

How close has it come to the target?

Where can it be found, recovered and studied?

To answer these questions quickly and accurately, Bell Telephone scientists have developed a special system of deep-sea hydrophones—sensitive "ears" that hear underwater. Its name—the Missile Impact Locating System, or MILS for short. MILS, produced by Western Electric, manufacturing and supply unit of the Bell System, involves two types of networks.

- One is a Long Distance network which monitors millions of square miles of ocean. The nose cone releases a small bomb which sinks and explodes at the proper depth for transmission of underwater sounds. Vibrations are picked up by hydrophones stationed at the same depth and instantly carried by cables to ground stations. Since the vibrations take longer to reach some hydrophones than others, time differences are measured to compute the location of the nose cone.
- The other is a "bull's-eye" network which monitors a restricted target area. This network is so sensitive that no bomb is needed. It can detect the mere splash of an arriving nose cone and precisely fix its location.

MILS is now operating in both the Atlantic and the Pacific test ranges. It was installed by the U. S. Navy with technical assistance from Western Electric.

It's still another example of how the universe of sound—below the sea, above the earth, in outer space—is constantly being explored by the Bell Telephone System.

BELL TELEPHONE SYSTEM

OPEN MIKE®

Barbecued Beans story

EDITOR: By the time I got to page 45 in your Sept. 4 issue, it struck me that I'd passed a familiar picture. So I searched backward and—sure enough—on page 39, pardner, there was a picture of our real live cowboys cooking up some real live Campbell's Barbecue Beans.

. . . I'd like to thank you for your kind words and for your accurate report of the entire operation. . . . We're happy to say this series of commercials seems to be doing a good selling job. . . .

I'd like to add that . . . Bill MacFarland and Don Goerke, the Campbell marketing manager and product advertising manager, respectively, were both instrumental in making our commercials effective, as well as the remainder of a complicated new-product marketing plan.—*Hal Kaufman, Group Head, Tv/Radio Creative Dept., Needham, Louis & Brorby Inc., Chicago.*

'Color blind' reprints

EDITOR: REQUEST PERMISSION REPRODUCE LEAD EDITORIAL, "COLOR BLIND" [EDITORIALS, SEPT. 11] WITH CREDITS, OF COURSE.—JOHN P. SHIPLEY, RCA, DETROIT.

[Permission granted.]

'Zoorama' distributor

EDITOR: We were initially pleased, then quite dejected with the story on "Zoorama" [PROGRAMMING, Sept. 11]. Our dejection is because we, not CBS Films, are the distributor of "Zoorama" and those hard-won sales were worked out by us.

Apparently the confusion lies in our having recently sublicensed to CBS Films all overseas rights on the series. . . . —*Peter Robeck, Peter Robeck & Co., New York.*

Cannibalism?

EDITOR: . . . Unhappily there remains in our dual industry a type of mind which feeds on the concept of turning broadcaster against broadcaster. Apparently Mr. Kevin Sweeney, president of RAB, is still among that group judging by his quotation [BROADCAST ADVERTISING, Sept. 11]. Referring to the prospect of adding some $30 million to radio's national spot and network business, he says, ". . . In this survey are the clues to the kind of selling it will take to carve the entire $30 million out of television even if we don't hack a cent out of print media."

For decades broadcasters have been weakening their collective position by

WPEN means PHILADELPHIA PERSONALITIES

SEVEN DAYS A WEEK

MAC McGUIRE
5:30 AM—10 AM
Seven Days A Week

PAT & JACK
10 AM—12 NOON
Seven Days A Week

RED BENSON
NEW ALL-TALK SHOW
12 NOON—2 PM
Seven Days A Week

LARRY BROWN
2 PM—4 PM
Seven Days A Week

JACK O'REILLY
4 PM—7 PM
Seven Days A Week

BUD BREES
7 PM—10 PM
Seven Nights A Week

TONY MARVIN
"MY TRUE STORY"
10 PM—11 PM
Seven Nights A Week

FRANK FORD
11 PM—2 AM
Seven Nights A Week

PLUS

EXCLUSIVE
HELICOPTER
TRAFFIC REPORTS

INTERESTING
VIGNETTES
25 DAILY

FIGHTING
EDITORIALS
FIRST IN PHILADELPHIA

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REPRESENTED NATIONALLY BY **GILL-PERNA**

WPEN
PHILADELPHIA

this kind of thinking . . . knock your competitor's ratings, his coverage, his personalities, his public service record . . . but don't get in a fight with a newspaper.

Carving $30 million out of tv won't leave Mr. Sweeney any time to "hack a cent out of print," yet that's where too many dollars are going while we are busy fighting each other. It might make a hero out of K.S. but many dual broadcasters would be "swapping dollars" while newspapers gobble up the spoils of the war.—*Robert H. Walton, Local Sales Manager-Tv, WRBL-TV Columbus, Ga.*

Texas market story

EDITOR: . . . The Texas story [SPECIAL REPORT, Aug. 21] was a magnificent job in covering our state.—*Howard H. Hicks, Executive Vice President, Beaumont Chamber of Commerce.*

EDITOR: . . . amazed at the amount of information you managed to pack into the article.—*Camilla Koford, Librarian, Research Department, East Texas Chamber of Commerce, Longview.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

Fm stereo story

EDITOR: . . . I note with interest the article, "Fm stereo pioneers find the going rough" [THE MEDIA, Sept. 4] . . .

I recently wrote a manufacturer of fm tuners and stereo amplifiers . . . on their views about advertising on fm and they sent me the following reply: "We find printed ads containing product illustrations to be much more effective than equivalent-priced radio announcements." . . .

Fm broadcasters: Stand on your feet and refuse to begin stereo until you have proof in the way of a contract that you will be supported!—*George R. Kravis, President, Kravis Radio Enterprises, Tulsa, Okla.*

EDITOR: . . . To introduce the public to stereo was one of the main reasons why we proposed a new all-am system for stereophonic transmission.

. . . High quality stereophonic reproduction can be enjoyed by merely tuning two conventional am receivers to the single am station broadcasting stereo.

. . . Once the commercial success of am stereo is achieved many people will want to install fm stereo because of fm's unique programming concept and other advantages. Thus, strange as it may seem, the acceptance of am stereo should speed up the commercial success of fm stereo. . . .—*Leonard R. Kahn, Kahn Research Laboratories Inc., Freeport, L.I., N. Y.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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PETER M. AFFE, Station Manager
WNBC-TV, New York, N. Y.

Why WNBC-TV bought Seven Arts Vol. II

Says Pete Affe:
"The stars and titles among these Warner Bros. 'Films of the 50's' from Seven Arts will

ADD NEW VIGOR

to WNBC-TV's MOVIE FOUR.
With these block-busters complementing the NBC-TV network movies, Saturday night will be a real 'night out at home' for New York viewers."

Warner's films of the 50's...
Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures — "Gigot", starring Jackie Gleason, completed shooting in Paris... Gene Kelly directing...
Theatre — "Gone with the Wind" in preparation...
Television — Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties — "Romancero" by Jacques Deval...
Real Estate — The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from JOHN P. WARWICK, vice president, Warwick & Legler, New York

Tampering with television programming can derail the economy

There's a trend in some places of late toward more control and supervision of television program content. The talk is of too much sensationalism, too much crime, too much violence, too many westerns, and too much nonconstructive entertainment. At the same time, there is agitation for more educational content, more sophisticated entertainment, and more "intellectualism."

In my opinion, the safest and only sure judgment of what programming content should consist of must come from the American viewer and should be made by the American viewer himself. As in all phases of life—from political to recreational—the people should have the last word. And they will watch whatever programs they want to watch.

And, by their own moral and ethical standards, they will monitor and censor their own television set for themselves and for their children. They have their own reasons for liking the programs they regularly watch: escapism, relaxation, a good laugh, or liking the lead performers. Who is to say the reasons are "wrong"?

The American people seem to like television programming the way it is. If they didn't, the sets-in-use pattern would be downhill. To try to control or to drastically change the overall programming approach would have two very pronounced effects—one immediate and one long-range.

Dropoff ▪ The immediate effect would be that people wouldn't watch television as much as they used to. People will not watch what they don't want to watch. Pseudo-intellectualism and mass educationalism have their proper place, but if the American people don't want this kind of tv diet during prime time, the television set will soon become an unused item of living room furniture.

Now the second and long-range effect could very well be that of a depressant on our economy. Our economy has always been, and is now, based upon mass consumption which, in turn, makes possible mass production and distribution. One of the greatest forces for mass consumption is effective television commercials.

A manufacturer sponsors a program to sell his products and he will continue to sponsor only a program which gets proper audience. Mass consumption could diminish if fewer people see the commercials or if certain products go off television.

This would mean a reduction in sales in the product categories affected, followed by a reduction in profits and in taxes paid to the Government. It could also bring about a slow-down in allied industries and suppliers to the manufacturer, and a probable increase in unemployment.

People Know Best ▪ The people know what's best for themselves. If this were not true, America would not be the No. 1 nation in the world. When people become dissatisfied with programming content, they will make it known in their own way.

In a nutshell, there appears to be a direct link between popular program content and a dynamic economy; and, without minimizing other effective selling media, it cannot be denied that television is one of the most powerful. A close look shows how many basic industries could be affected by a slowdown in consumer desire: Automobiles (and thus steel), tires, soap, proprietary drugs, all types of food products (thus farmers), cosmetics, clothing, insurance, transportation, jewelry, and scores of others.

There is another very important factor that must be considered: the size of the television industry itself. Severe, unnatural programming adjustments in the form of unnecessary regulations could directly affect the lives of thousands of actors, writers, cameramen, technicians, producers, make-up people, etc., and, of course, the lives of their families.

Fortunately during our country's history there have been very few industries that have not been left alone to pursue their own natural competitive course. And, to date, television programming has been allowed to follow this same healthy pattern. Any change in this pattern, it seems to me, would be unfair and restrict competition in that many talented people would find no "market" for their services.

For Instance ▪ Some possible examples: actors who portray mainly "heavies"; writers whose specialty is melodrama and detective shows; and "stunt" men, who appear regularly in westerns.

We don't have to look far to see what can happen to an industry upon which artificial curbs have been placed. There is no doubt the farmer has not kept pace with the rest of the economy and every election time we hear both parties come up with their answer to the farm problem. Unfortunately, the problem never seems to be solved. Thousands of farmers must produce under unnatural laws of supply and demand. Many learned people of both political parties insist that it is more than coincidence that the farmer has not kept pace and that his procedures are unnaturally governed.

If someone, or some group, has an urge for extra censorship or to "do a little laundry in the entertainment field," they might very well look at the motion picture industry before they jump on television. Although most movies are fine family entertainment, a certain number produced each year, both here and abroad, would make most violent and questionable television shows look like a Sunday school picnic.

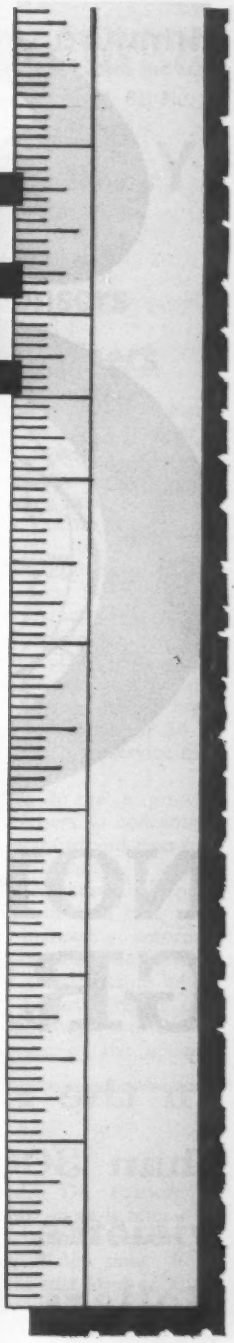
Let's leave things pretty much the way they are in television programming. The existing forms of censorship such as the code and the networks' continuity departments can take care of extreme cases, but for the overall approach to programming, I personally favor the *status quo*. The public likes it the way it is, and it's good for business, which means it's good for everyone.

John P. Warwick has been with Warwick & Legler, New York, for 13 years. Initially he worked on various national and regional accounts, each of which was active in network or spot radio and television. He was appointed vice president in charge of operations for W&L six years ago. Before entering the advertising business, he was a retail salesman, calling on food stores. Mr. Warwick served in the U. S. Navy during World War II. He is a graduate of Dartmouth College.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

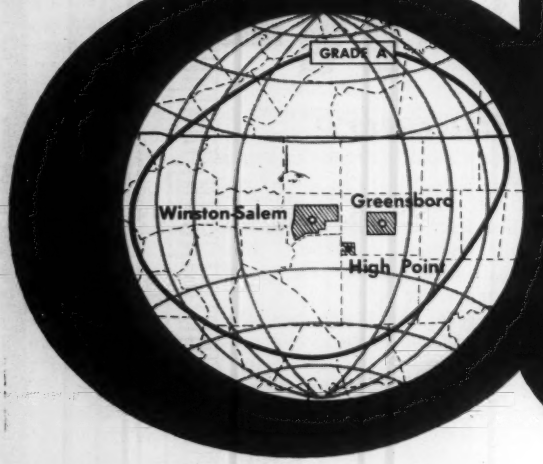
WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager

billion $ ction



NORTH CAROLINA'S GRADE A WORLD

In the rich 33 county Piedmont world of more than 300,000 TV homes reached by WSJS Television's A Coverage, retail sales exceed a billion dollars and consumer income is more than a billion and a half dollars.

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION
NBC MST
CHANNEL 12
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 25, 1961, Vol. 61, No. 13

PREMIUM SPOTS IN SHORT SUPPLY

■ Availabilities survey shows business well ahead of 1960

■ 40-second breaks are getting extra volume from sponsors

■ Major markets continue to get best breaks from advertisers

Spot television business has thrown off the sluggishness that marked the first half of this year and is moving into the fourth quarter with a momentum that already is putting the squeeze on premium commercial positions.

Minute availabilities are in short supply, especially in prime and evening fringe time, and unsold 20-second break positions are becoming increasingly hard to find in nighttime hours. These availabilities rank one-two in demand among agencies and advertisers.

This availabilities report represents the consensus found in a special BROADCASTING sampling of television stations throughout the country, supplemented by a canvass of a dozen leading station-representation organizations. Although reflecting dominant viewpoints, however, these findings do not typify business conditions at all stations or in all markets, which historically can fluctuate widely from one to another and which this year may be doing so even more than usual.

40-Second Patterns ▪ The study, while concentrating on the situation facing buyers as of the last week of September, also cast what is probably the first general light on overall patterns emerging in the use of the new 40-second station breaks which all three networks are putting into effect this fall. It also showed that stations and reps are predominantly optimistic about the sales outlook not only for the third quarter but for the fourth quarter as well. Highlights:

▪ The majority of stations and reps reported that fall business is running ahead of last year's. Those who mentioned percentages usually put the gain in the 5 to 10% range. Stations indicating increases outnumbered those registering drop-offs by more than three to one, and among reps the ratio was closer to seven to one. A number of others, both stations and reps, said their current business was holding even with last fall's.

▪ The new 40-second station breaks in network prime time, 10 seconds longer than allowed by the networks in recent years, are generating a substantial volume of extra nighttime business, primarily of the 20-second variety, but there is a wide difference of opinion as to whether this will add up to a meaningful net gain or merely a transfer of advertiser dollars heretofore spent in other parts of the days.

▪ There has been a nominal show of adviser interest in, but no real demand for, 30-second and 40-second spots within the new 40-second prime-time breaks. Most stations would accept these longer spots if they were offered, but with a few exceptions are not currently pushing them. The 20-20 combination appears to be the standard pattern on stations selling the longer break period; otherwise it's the usual 20-10, plus a 10-second promo or service message to fill out the 40.

▪ There appears to be a growing trend among advertisers to concentrate on major-market stations and pass over or reduce their use of stations in smaller and medium-sized markets. This practice has been noticeable in past years but appears to be increasing, according to a number of sales authorities who attribute it both to an increasing advertiser tendency to demand greater sales results for their spot buys and to their more widespread use of the network

Public votes 84 to 11 against FCC program control

FCC Chairman Newton Minow considers television a vast wasteland but there's evidence most of the public doesn't go along with this appraisal.

A survey conducted during the Minnesota state fair by Research Associates, St. Paul, shows that only 14% of those interviewed feel tv is a vast wasteland. In the survey, 79% answered "no" when asked if they think tv is a vast wasteland (7% didn't answer).

This major research project was based on interviews with 17,500 persons who attended the fair. Random sampling of adults was designed to produce typical responses.

Not only did 79% disagree with the FCC chairman's view, but an even bigger percentage—84%—answered "no" when asked whether they think the government should decide the kind of programs that go on tv. Only 11% said yes (5% didn't answer).

Dr. Roy G. Francis, professor of sociology of the U. of Minnesota and director of Research Associates, said these results are the first to come from a major project involving about 160 tv questions designed to find what the public thinks of the medium. Tabulating is expected to be completed in a fortnight.

Dr. Francis said television's critics apparently forget that "quality" is rare, referring to their repeated demands for top-flight, blue-ribbon programming in quantity. "A quality experience is isolated," Dr. Francis explained. "You think about it afterward. Critics seem to think Hamlet should be available all the time. I would hate to live in that kind of a world.

"People tend to upgrade themselves in surveys when asked their preferences. We have found in radio surveys that they express a liking for classical music but actually may not listen to it. I have an optimistic view of the public's choice of viewing.

"This new survey indicates people like to decide for themselves what they want to see on television and don't want the government to tell them what to view. One ought not think that the tv viewer is incapable of deciding for himself."

PREMIUM SPOTS IN SHORT SUPPLY continued

programs being opened up for so-called "spot carrier" messages.

The spot availabilities in greatest demand and shortest supply, as indicated by both the station survey and the canvass of reps, not surprisingly are minutes and 20-second spots between 6 p.m. and the wind-up of network option time five hours later. Ten-second spots and IDs also have been sold in substantial volume in these periods, but on the whole the stations indicated ample availabilities remain for this period and especially in the fore part between 6 and 7:30 p.m.

The demand for and in many cases the shortage of minutes was pointed up by reps, many of whom said they were finding these availabilities in short supply not only during nighttime hours, but in virtually all other parts of the day as well. One rep said his stations had no minutes available after 6 p.m. and were within a couple of percentage points of complete sell-out from 1 p.m. on.

At the other extreme some stations reported as few as 10% of their minute availabilities sold in the generally popular early-evening fringe time of 6 to 7:30. In other day parts stations reported 60-second sales ranging from a low of 6% of availabilities to a high of 40% in the morning, from 24% to 100% in afternoon, from 8% to 63% in the period from 11 p.m. to sign-off.

20's Short Too ▪ Twenty-second availabilities also were frequently reported in short supply, but less so, on the average, than minutes. A number of stations said they had no 20-second availabilities left in the 6-7:30 period, but others said their 20-second sales in this segment ranged as low as 20% of the total which could be accommodated.

These extremes dramatize what rep salesmen historically emphasize: That sales can vary so widely from market to market that it can be misleading to talk in terms of averages. Many factors contribute to this fluctuation, but in some cases it seems to defy rational explanation.

The factor which salesmen singled out last week as a major influence—along with the obvious ones of market size and station position within the market—is network affiliation, which the consensus appeared to evaluate roughly this way: that NBC-TV is strongest in the morning and CBS-TV in the afternoon. Thus NBC-TV affiliates are apt to have fewer morning spot availabilities and CBS-TV fewer in the afternoon. In addition, several representatives felt that ABC-TV's daytime advertiser rotation system mitigates against daytime spot buying on ABC-TV affiliates by ABC-TV daytime network advertisers, on the theory that their spot buys might wind up too

No neutral corner in toothpaste tussle

TV ONLY SURE WINNER AS P&G, C-P, B-M SET FLUORIDE AD PLANS

Three dentifrice giants—Procter & Gamble, Colgate-Palmolive and Bristol-Myers—are planning mammoth advertising campaigns to get their share of the $235 million dental hygiene market.

Their main attention will be focused on fluoride toothpaste, newest favorite of consumers. And their key medium, judging by present portents, is likely to be television.

Outside this battle is Lever Bros., a familiar figure in the cosmetic-detergent industry. Lever has no entry in the fluoride field but no one will be surprised if this major advertiser comes up with a product of its own and joins the competition.

By next spring the media battle will reach a peak. The familiar names will be promoted heavily.

The statistics for the future competition shape up like this:

Procter & Gamble, whose Crest is the only established fluoride brand on the market (it was introduced in 1955) is in good position and moving fast. Since last August when the American Dental Assn's Council on Dental Therapeutics endorsed Crest as "an effective caries dentifrice," the toothpaste has nearly doubled its share on the market and increased its annual sales by about $23 million.

Crest currently is the second leading dentifrice in the country, with an estimated 22% or $51 million of the $235 million toothpaste market. Before the ADA endorsement, Crest was third with sales of about $28 million or 12%.

Procter & Gamble took advantage of the dental association's stamp of approval (it was a qualified one) by substantially increasing its already heavy tv schedule for Crest. Television Bureau of Advertising figures show that in the first six months of this year, P&G's gross time billings for Crest for the first half of this year exceeded by $124,016 —$4,916,746 for January through June 1961, as compared to $4,792,730 throughout last year—its gross time advertising expenditures for the brand in all of 1960. The TvB figures also show that since the ADA endorsement, P&G has drastically shifted its advertising gears for Crest and is putting more and more into spot announcements. In the first half of last year, before the endorsement was made, only $107,070 of Crest's money was placed in spot. During the second half of the year—post-endorsement—$462,680 was spent in spot, a gain for spot of $355,610. So far this year, through June, P&G has spent $1,444,380 in spot and $3,472,366 in network advertising to promote its Crest brand. Indications are that P&G will accentuate its present tv advertising budget for Crest if competition from new fluoride brands warrants it. The account is at Benton & Bowles.

Stable Mate ▪ P&G also markets Gleem, currently the third most popular dentifrice in the nation. Until Crest made its spectacular rise, Gleem (a non-fluoridated brand containing Gl-70, a blend of anionic sulfonates) was the second-ranking toothpaste. It now enjoys 20% or about $47 million of the dentifrice market. During the first half of last year, P&G, through Compton Advertising, spent more than $3.6 million in gross tv time billings on Gleem —advertising expenditures it is almost duplicating this year. Procter & Gamble evidently does not intend to promote

DENTIFRICE TV GROSS TIME BILLINGS
January-June

	1961			1960		
	Network	Spot	Total	Network	Spot	Total
Colgate Dental Cream	2,380,191	2,592,480	4,972,671	2,910,262	1,888,860	4,799,122
Crest	3,472,366	1,444,380	4,916,746	2,283,862	107,070	2,390,932
Gleem	1,625,450	1,937,500	3,562,950	2,474,233	1,220,660	3,694,893
Stripe	696,884	1,147,340	1,844,224	940,697	1,013,320	1,954,017
Pepsodent	700,789	603,210	1,303,999	1,248,234	.....	1,248,234
Ipana	1,075,693	41,380	1,117,073	721,649	572,690	1,294,339
Category	10,178,290	7,785,000	17,963,290	10,710,313	4,846,000	15,556,313

Sources: Network: TvB/LNA-BAR
Spot: TvB-Rorabaugh

close to their already placed commercials.

The generally improved spot business reported and foreseen was attributed in great part to the general improvement in the national economic situation since the first half of 1961, when total spot tv business was off about 1% (BROADCASTING, Sept. 4). The consensus also felt that the 40-second station break in network prime time is pulling additional spot business into the prime evening hours.

More 20's Sold ▪ But it was clear that this is being accomplished through the opening up and sale of more 20-second spots rather than any trend toward newer lengths. Reps said that although they have had inquiries about availabilities for 40-second and 30-second spots within the expanded break period, only Gulf Oil has placed firm orders (for 40-second spots). Among the advertisers identified as having sought information about 40-second availabilities are American Home Products, Esso, Brown & Williamson, Johnson & Johnson (Arrestin Cough Syrup) and Easy-On Spray starch.

The station answers to queries about acceptability of 30- and 40-second spots is generally yes—with a few exceptions, stations appear willing to accommodate them if an advertiser wants these lengths. But there is no strong push to get advertisers to buy them, although two or three reps have pointed out the advantages of a 30-10 combination from the advertiser's standpoint or expressed a preference for that combination. Even these efforts appear to be long-term, however.

In addition, several reps expressed the hope that advertisers will test the 40-second spot in order to ascertain its efficiency as compared to that of the standard lengths.

Will it Increase Totals? ▪ Whether the upsurge of 20-second buying within the 40-second break will lead to a substantial increase in overall spot billing was a widely disputed question. Some said it already had done so; others said it has not had such an effect, in their experience, and that they didn't expect it to.

Some said they were selling no more prime-time business now than last year, when they had only 30-second breaks to sell. Others said they were selling more but that the increase appeared to be coming out of daytime or fringe time, while others reported an increase in prime time without any noticeable drop-off anywhere else.

Between these extremes the consensus appeared to be that it's still too early to tell, but that no matter where it comes from or shows up most prominently—a respectable gain is in store for spot television generally this fall and winter season.

one of its toothpaste brands at the expense of the other, but if Crest begins to find the going tough, some of Gleem's advertising outlay may be thrown into the fluoride fight.

Colgate-Palmolive Co., with its Colgate Dental Cream, is the reigning champ (a title it has held since long before the advent of either radio or tv) of the dentifrice field. But its former secure 35% of the market has slipped in the past year to 26%, only 4 percentage points better than Crest.

Realizing that its long reign is being seriously threatened by Crest, Colgate introduced Cue, a new fluoride toothpaste, in August. The brand in being tested in Louisiana and Texas with the aid of a modest advertising budget, handled by D'Arcy Adv., that includes print, tv spots IDs and cut-ins.

Some two weeks after the debut of Cue, Colgate put another fluoride toothpaste, called Colgate Fuoride, on the market. The latter brand currently is being tested in Oklahoma, Kansas and western Missouri. The tests are supported by print and tv spot tie-ins through Ted Bates & Co., which also handles Colgate Dental Cream.

The almost simultaneous introduction of two fluoride toothpastes by Colgate has most dentifrice people guessing. The products are considered virtually the same. The only apparent difference: Colgate Fluoride is a blue-colored toothpaste, while Cue is white. A company spokesman said that Colgate Fluoride is marketed as a blue dentifrice to avoid conflict with Colgate Dental Cream, which is white. He also said that Colgate, in introducing the two brands, is measuring the effectiveness of "divergent marketing concepts"

to bring a fluoride product to the public. No indication was given as to which, if either of the two brands would be sold on a national basis, but betting in the dentifrice industry favors Colgate Fluoride as the eventual challenger to Crest's rising dominance.

Not So Brisk ▪ Actually introduction of the two new brands marks a partial return to a marketing concept already tried by Colgate. In 1955, soon after P&G first unveiled Crest, Colgate began marketing a sodium fluoride toothpaste called Brisk. The brand never was very successful in changing consumer buying habits (Colgate says that "after exhaustive tests," it did not live up to "the high Colgate standards"), and subsequently promotional support of it was withdrawn. Currently Brisk is sold as

a non-advertised paste containing BR-85 (sodium n-lauroyl sarcosinate).

Brisk's failure accented the long-standing controversy that exists among dental authorities over the relative merits of sodium and stannous fluorides.

Colgate-Palmolive and Procter & Gamble, at least, seem convinced as to which of the two compounds is the better decay fighter—both Colgate Fluoride and Cue, as well as Crest, are stannous fluoride pastes.

While Colgate has not released details of any advertising plans for its two new brands, their promotional future may be determined by the company's advertising past. Last year Colgate spent about $12 million in total advertising expenditures, and tv received about three-fourths. For the first six months of this year, according to TvB, the company has incurred almost $5 million in gross time billings to advertise its Colgate Dental Cream brand. Although that brand almost surely will continue to get the major share of Colgate's ad expenditures, it's been reported that a new fluoride product—if retails sales show proper signs of encouragement—would eventually get a comparable advertising budget.

Something New ▪ Bristol-Myers Co. entered the fluoride arena during the summer by adding sodium fluoride as well as hexachlorophene (said to be an anti-bacterial agent) to its established Ipana brand. The resulting toothpaste, called New Ipana, has been selling in states east of the Rocky Mountains, after tests in Washington and Baltimore, since the first week in August. Doherty, Clifford, Steers & Shenfield is handling advertising for the brand and is making extensive use of one-minute and 30-second radio spots, and various tv IDs, spots and network sponsorships. Newspapers, magazines and supplements also are being used. The theme of the campaign: "Announcing the first major tooth paste advance since fluoride . . . now Ipana has Hexa-Fluoride."

Bristol-Myers, which test-marketed a fluoride paste called Sentry in the mid-50s but withdrew it because of inadequate sales interest, spent $1.1 million in both spot and network tv to advertise the old Ipana in the first half of 1961. As of June, Ipana was holding on to an estimated 6% of the dentifrice market—as compared to 7% in pre-Crest-endorsement days—and was sixth in the toothpaste parade.

Bristol-Myers traditionally is a heavy user of spot and network tv (last year it was the seventh biggest tv spender with total tv billings just under $21 million). With only one product in the dentifrice field, Bristol-Myers reportedly is ready to back its fluoride product almost dollar for dollar with Crest.

Lever Bros., with two conventional dentifrices in circulation, has so far refrained from hitching onto the fluoride bandwagon. A company spokesman will say only that the company is "watching the situation carefully." He implied that the current fluoride toothpaste vogue has not proved a lasting one and that Lever Bros. will act when it is thoroughly convinced a fluoride brand is an absolute necessity in today's marketing scheme.

Where It Hurts ▪ Lever's two existing dentifrice brands, Pepsodent and Stripe, have secured a total 16% of the market, but both have suffered from Crest's recognition by the ADA. Pepsodent (with Irium), which at one time ranked over Crest, currently is the fourth leading toothpaste with 9% of the total annual dentifrice sales, and Stripe (like the New Ipana it contains hexachlorophene) is in fifth place with an approximate 7% share of the market. The Pepsodent account is at Foote, Cone & Belding; J. Walter Thompson handles Stripe.

Although Lever Bros. is still a holdout and the other giant dentifrice makers have yet to complete advertising plans for the next episode in the struggle for supremacy, television already is reaping its share of preliminary benefits. A TvB report released last week showed that during the first half of this year, dentifrice advertising on tv has gone up 15.5%, or $2,406,977, over the same period in 1960. Total gross billings for the January-through-June period were $17,963,290 this year, compared with $15,556,313 last year.

According to TvB figures a $2,939,000 increase in spot tv expenditures—from $4,846,000 in 1960 to $7,785,000 in 1961—was the primary reason for the overall rise (see chart page 24). But the TvB statistics do not tell the whole story. For basic factor behind both the recorded and anticipated increase in dentifrice billings is Procter & Gamble-Crest's discovery of a new selling gimmick and competitors' efforts to identify with it.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Sept. 14-20 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Sept. 14	**My Three Sons** (9 p.m.)	ABC-TV	21.2
Fri., Sept. 15	**Twilight Zone** (10 p.m.)	CBS-TV	25.3
Sat., Sept. 16	**Gunsmoke** (10 p.m.)	CBS-TV	31.8
Sun., Sept. 17	**DuPont Show of the Week** (10 p.m.)	NBC-TV	22.1
Mon., Sept. 18	**Death of a Statesman** (9:30 p.m.)	NBC-TV	24.2
Tue., Sept. 19	**Cain's Hundred** (10 p.m.)	NBC-TV	21.6
Wed., Sept. 20	**Joey Bishop Show** (8:30 p.m.)	NBC-TV	23.3

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New rep firm to cater to 'fine arts' clientele

James F. Brown, vice president and general manager of the Fine Arts Broadcasting Co. (KFML - AM - FM Denver), has announced formation of a new station representative firm, Fine Arts Radio Representatives Ltd., New York.

The new company, which will establish branch offices in Chicago, Detroit, San Francisco and Los Angeles, was formed, according to Mr. Brown, to meet "immediate and pressing demands from agencies and advertisers for fine arts radio stations in major-market areas."

New rep firm specializes in all-jazz fm stations

A specialized medium is emerging in fm radio, according to a new station rep in New York who is lining up all-jazz outlets.

Jazz is the only programming area of fm radio that am stations are not likely to touch in the years ahead, according to Robert Richer, who last week announced formation of Robert Richer Representatives Inc. (327 E. 58th St., telephone: Plaza 2-6462).

The new rep has already been appointed by KNOB (FM) Long Beach, Calif.; WJZZ (FM) Bridgeport, Conn.; WUPY (FM) Boston; WAZZ (FM) Pittsburgh, and KJAZ (FM) Alameda, Calif.

HJG-TV to rep tv stations

The formation of HJG-TV a new tv station representative firm, was announced last week by Lee Gorman, who will act as executive vice president. Mr. Gorman, national sales manager of WINS New York and formerly executive vice president of WABI-TV Bangor, Me., said the firm has signed contracts to represent WCCB-TV Montgomery, Ala., WCCA-TV Columbia, S. C., and KTVW (TV) Seattle, Wash. HJG-TV headquarters are at 7 Central Park West, New York.

Does it say success to you? It should. It's the new symbol for the Blair Group Plan, the most successful and efficient radio spot buying concept in advertising history. Overstatement? Judge for yourself: the Blair Group Plan has never failed to meet the sales goals of its users. It enables you to reach 80% of the nation's buying power through America's most influential group of radio stations—with one order, one affidavit, one invoice. The Blair Group Plan has helped a score of advertisers, big and small, overcome highly competitive conditions. Call PLaza 2-0400 in New York City to find out how the Blair Group Plan can help your product to succeed. A service of John Blair & Company. Offices in eleven major cities.

Chicago SU 7-2300 · Boston KE 6-1472 · Philadelphia LO 8-0290 · Detroit WO 1-6030 · Atlanta 875-7567 · St. Louis GA 1-5262 · Dallas RI 1-4228 · Los Angeles DU 7-1333 · San Francisco DO 2-3188 · Seattle MA 3-6270

BLAIR GROUP PLAN

PEPSI BACK AS 'STEVE ALLEN' REGULAR

Barnet tells why and how bottler returned to network tv

Back in June 1955, the Pepsi-Cola Co., New York, ended its sponsorship of *Pepsi-Cola Playhouse* on ABC-TV, signaling a virtual halt to the company's investment in network programs on a regular basis. Pepsi had been a network advertiser since 1950 and its defection and subsequent absence from the medium, except for occasional specials and minute participations, were sources of annoyance and frustration for network sales executives.

This week, after an absence of more than six years, Pepsi returns to the roster of regular network advertisers, with an investment of approximately $3 million as an alternate-week, half-sponsor of ABC-TV's *Steve Allen Show* (Wednesday, 7:30-8 p.m.). Why did Pepsi leave the network field and why did it return?

Herbert L. Barnet, Pepsi-Cola president, summed up the company's reasoning in this way:

"In 1955 we left network television because we felt that there was no programming available that was suitable for our purpose. We used our television money largely for spot tv and occasionally we sponsored a special, such as *Cinderella* and *Annie Get Your Gun* in 1957 and a spectacular featuring Jane Powell this past spring.

"But about a year ago, at the suggestion of some of our bottlers, we decided to re-examine our position *vis a vis* network television. We knew what we wanted: it had to be a quality entertainment show that could garner a satisfactory rating; it had to be a prestige vehicle that would engender sponsor identity, and, perhaps, most important, it had to be a program that would lend itself to merchandising and promotion on both the national and local level."

Auditioning ▪ Accordingly, Mr. Barnet and his two top aides, Philip Hinerfeld, vice president, advertising, and John Soughan, vice president, marketing services, listened to scores of presentations early this year on upcoming new network programs. After long and careful deliberation, they chose *Steve Allen Show* as Pepsi's showcase television effort for 1961-62. Mr. Barnet and his associates are confident the program fulfills each of company's criteria for television.

"We think that the program and Steve Allen himself will fit in well with Pepsi-Cola's theme—'For those who think young,'" Mr. Barnet said. "In addition, Pepsi has a theory about preselling programs we sponsor. We will maintain a steady stream of promotional reminders to the public about the *Steve Allen Show* through millions of 'collars' around Pepsi bottles; banners on thousands of our company trucks; streamers and window displays in more than 5,000 stores; spot radio messages on stations throughout the country. We have always felt here that sponsoring a program is not enough; you've got to keep telling the people that you're on the air with the show."

North American show goes on spot basis

After two years on ABC-TV, North American Van Lines through Biddle Co., Bloomington, Ind., will place its weekly *Championship Bridge* program this fall on a spot basis in at least 50 major markets and possibly as many as 75. North American cites high viewer loyalty among young executive class families, a highly mobile group, as one reason for the third year renewal of the Walter Schwimmer Co. package. The mover also feels the program has strengthened agent relationships.

On set in Chicago during filming of one program for the new season's series are: (standing l to r) Ed Russel, Biddle Co. vice president; Charles Goren, program star and bridge authority; Walter Schwimmer, president of the Chicago tv film firm bearing his name; Jack Russel, Biddle account executive; (seated, l to r, and players featured on this particular program) Harry Fishbein, one of world's leading players; George Foerstner, executive vice president of Amana Corp.; Lee Hazen, another top player, and Leonard Truesdell, president of Zenith Sales Corp. Messrs, Foerstner and Truesdell challenged the experts.

Local tv advertisers can get big names

Videotape Productions of New York has developed volume-production methods that will permit local tv advertisers to use top television performers in custom-made tape commercials, it was announced last week by Herbert W. Hobler, Videotape sales director.

Mr. Hobler noted that the project is being expanded as a result of the company's move last week to its new Videotape Center with three stages, from its previous single-stage plant. The new studio building at 67th St. and Columbus Ave., New York City, has been leased from NBC.

In describing the local advertiser project, Mr. Hobler explained that in the past it was difficult to obtain name personalities for such commercials because of "booking conflicts and economics." Videotape Productions of New York, he said, will coordinate the appearance of a personality in a number of tv commercials for various sponsors in different markets. Production economies, he added, will be effected by using six standard sets and a rear projection for the background screening of local scenes.

These techniques will reduce costs, Mr. Hobler stressed, because local tv sponsors can now combine production resources as a group to use name talent for commercials during a continuous shooting period.

WIND: 153 M.P.H.

TIDE: 18.5 FT.

RAIN: 16.4 IN.

AND FOR THE STAFFS OF

KPRC RADIO and KPRC TELEVISION "CARLA" WAS ALL IN A DAY'S WORK!

In the Gulf Coast Area of Texas and Louisiana, the KPRC Organization has, for almost four decades, been the service upon which people depend for the fastest, most factual reporting of the news. In times of stress particularly these two great KPRC stations demonstrate their sincere concern for the millions they serve. The recent experience with vicious Hurricane Carla once again gave KPRC and KPRC-TV the opportunity to serve . . . to save lives and property! At KPRC and KPRC-TV already, hundreds of letters of appreciation, telegrams and messages have been received. The people at these two stations are thankful that they could help. Being of service is a responsibility they readily accept.

KPRC AND KPRC-TV Houston, Texas

Represented Nationally by Edward Petry & Co.

IN NASHVILLE . . .

*ARB REPORTS WSIX-TV 8 NO. 1
in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

Keystone reports Negro population up 25%

SAYS GAINS IN AFFILIATES' MARKETS ABOVE AVERAGE

Keystone Broadcasting System, Chicago, which has 360 affiliated radio stations programming directly to Negroes in their communities, last week reported that the total U. S. Negro population rose 25.4% in the last decade—from 15,044,937 persons in 1950 to 18,871,831 in 1960.

Based on state-by-state material developed by the U. S. Dept. of Commerce in its 1960 Bureau of Census survey, the Keystone summary was analyzed by George Wharton, research director, in advance of national totals on Negro population to be issued by the Census Bureau later this year.

The Keystone study shows a total U. S. population of 179,323,175, of which Negroes make up 11%. West Virginia, Wyoming, Arkansas and Mississippi were the only states to show a decline in Negro population over the 10-year period. Of the 10 states with the largest Negro populations, only Mississippi had a decline.

In the 23 states where Keystone's Negro Network affiliates are located, the average Negro population rise exceeds that of the national average gain. Mr. Wharton said the average network station carries 42 quarter-hours of Negro-appeal programming each week, which is "at least a 15% rise in the last 10 years." Negro station affiliates increased from 278 in the same period.

The complete population breakdown for the total U. S. and each of the 48 states (Alaska and Hawaii were not included in the tabulation) and the District of Columbia follows:

State	1960 Total Population	1960 Negro Population	1950 Negro Population	% Increase Or Decrease
Alabama	3,266,740	980,271	979,617	+ 0.1
Arizona	1,302,161	43,403	25,974	+ 67.1
Arkansas	1,786,272	388,787	426,639	— 8.9
California	15,717,204	883,861	462,172	+ 91.2
Colorado	1,753,947	39,992	20,177	+ 98.2
Connecticut	2,535,234	107,449	53,472	+100.9
Delaware	446,292	60,688	43,598	+ 39.2
Dist. of Columbia	763,956	411,737	280,803	+ 46.6
Florida	4,951,560	880,186	603,101	+ 45.9
Georgia	3,943,116	1,122,596	1,062,762	+ 5.6
Idaho	667,191	1,502	1,050	+ 43.0
Illinois	10,081,158	1,037,470	645,980	+ 60.6
Indiana	4,662,498	269,275	174,168	+ 54.6
Iowa	2,757,537	25,354	19,692	+ 28.8
Kansas	2,178,611	91,445	73,158	+ 25.0
Kentucky	3,038,156	215,949	201,921	+ 6.9
Louisiana	3,257,022	1,039,207	882,428	+ 17.8
Maine	969,265	3,318	1,221	+171.7
Maryland	3,100,689	518,410	385,972	+ 34.3
Massachusetts	5,148,578	111,842	73,171	+ 52.9
Michigan	7,823,194	717,581	442,296	+ 62.2
Minnesota	3,413,864	22,263	14,022	+ 58.8
Mississippi	2,178,141	915,743	986,494	— 7.2
Missouri	4,319,813	390,853	297,088	+ 31.6
Montana	674,767	1,467	1,232	+ 19.1
Nebraska	1,411,330	29,262	19,234	+ 52.1
Nevada	285,278	13,484	4,302	+213.4
New Hampshire	606,921	1,903	731	+160.3
New Jersey	6,066,782	514,875	318,565	+ 61.6
New Mexico	951,023	17,063	8,408	+102.9
New York	16,782,304	1,417,511	918,191	+ 54.4
North Carolina	4,556,155	1,116,021	1,047,353	+ 6.6
North Dakota	632,446	777	257	+202.3
Ohio	9,706,397	786,097	513,072	+ 53.2
Oklahoma	2,328,284	153,084	145,503	+ 5.2
Oregon	1,768,687	18,133	11,529	+ 57.3
Pennsylvania	11,319,366	852,750	638,485	+ 33.6
Rhode Island	859,488	18,332	13,903	+ 31.9
South Carolina	2,382,594	829,291	822,077	+ 0.9
South Dakota	680,514	1,114	727	+ 53.2
Tennessee	3,567,089	586,876	530,603	+ 10.6
Texas	9,579,677	1,187,125	977,458	+ 21.5
Utah	890,627	4,148	2,729	+ 52.0
Vermont	389,881	519	443	+ 0.2
Virginia	3,966,949	816,258	734,211	+ 11.2
Washington	2,853,214	48,738	30,691	+ 58.8
West Virginia	1,860,421	89,378	114,867	— 22.2
Wisconsin	3,951,777	74,546	28,182	+164.5
Wyoming	330,066	2,183	2,557	— 14.6
United States	179,323,175	18,871,831	15,044,937	+ 25.4

Man, they're on our trail–and GAINING!

You know how many wimmin listen regularly to WDAY Radio, in the Fargo area? The latest 55-county Pulse Area Report gives us 155,100 grow'd-up females—which is 42% more than the second station! (6 a.m. to 12 midnight, Mon. thru Fri., March-April, '61.)

At times, this audience gets as high as 87% more wimmin than Station B (7 to 9 a.m.).

We must admit we like the ladies. If you do, too (for commercial reasons, that is) you really got no other choice than WDAY Radio, the big adult-preferred station in the Red River Valley! Ask PGW.

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Tv gives Maris, Mantle golden touch

EXPLOITATION OF YANK HEROES ON TV PAYS OFF BETTER THAN HOMERS

Ten years ago Roger Maris would have been lucky to parlay his spectacular batting achievements into a handful of gift watches, a loving cup, and a few thousand dollars in merchandising royalties. But today he's set to reap a half-million dollar harvest over a three-year period, exclusive of his baseball salary. The difference, for the most part, is television, with its unique potency for exploiting fame and talent.

Maris' Yankee teammate, Mickey Mantle, for example, will probably earn about $200,000 above his wages by 1964, even though he has failed to grab the magic ring that transformed Maris into such a sought-after personality—all but matching Babe Ruth's 60-homer record for 154 games. These financial windfalls for Mantle and Maris are expected to come from tv [illegible] motion-picture guest appearances, broadcast commercials, advertiser testimonials, ghost-written literary efforts, and merchandising tie-ups.

The man sowing these financial crops is Frank Scott, a managerial magician who converts sports stars into valuable television and merchandising properties. In the role of business agent, he's been guiding the commercial fortunes of some of the nation's top athletes for the past 11 years, but never has he held so hot a hand. The M boys—Mantle and Maris—stacked back to back have tv producers and advertisers already beating a path to Mr. Scott's door.

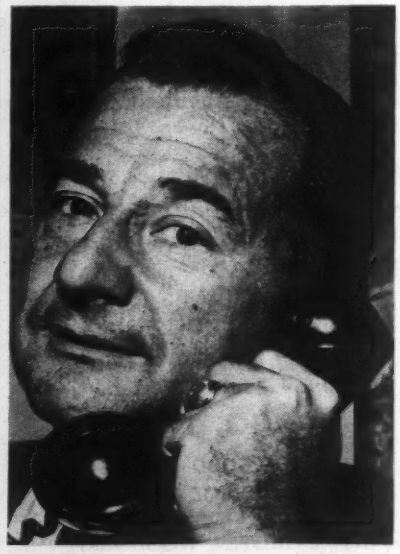
No matter what happens during the remaining week of the baseball season, Mr. Scott is packaging his hard-hitting meal tickets as a tandem. He's already committed them to a guest shot on Perry Como's premiere program this season on Oct. 4 (NBC-TV, Wed., 9-10 p.m.) at $15,000, his current asking price for tv appearances by the duo.

That package price is expected to go up, but since the Como show is assured a certain degree of exclusivity, the M boys' immediate subsequent guest shots will not command as much money. (Mantle and Maris have promised not to make any other guest appearances prior to the NBC-TV program but are free to negotiate for any other engagement immediately afterwards. These conditions vary somewhat from the exclusivity clause in standard contracts governing tv guest appearances: no guest shots 21 days prior to and 8 days after an appearance on the tv show contracted for).

Once free of their Como show commitment, Mr. Scott says, the M boys are slated for guest shots on at least six other tv shows (possibly CBS-TV's *Ed Sullivan* and *Garry Moore* shows and NBC-TV's *Today* show) within about a 30-day time span. He indicates that the New York Yankee outfielders, both of whom are members of the Screen Actors Guild and the American Federation of Television & Radio Artists, will receive $2,500 apiece for these appearances. In addition, Mr. Scott says, at least a dozen tv advertisers are knocking on his door in hopes of getting Mickey and Roger to appear in commercials.

During the course of the current baseball season, M and M each have been working for three tv advertisers. Mantle is seen in 60- and 20-second spots and IDs for Wonder Bread, a Continental Baking Co. product handled by Ted Bates & Co.; 60-second commercials, through Benton & Bowles, for General Foods' line of Post cereals; and one-minute and 30-second commercials for Colgate-Palmolive Rapid Shave, another Bates account. The Wonder Bread spots are being shown throughout the country; the Post cereal commercials, which are tied in with the company's baseball card trade-in promotion, are on many of the General Foods programs including *Bugs Bunny, Angel* and the *Danny Thomas* show, as well as in spots; and the shaving cream commercials are on four network shows, and in spots in selected markets.

Maris appears in three 60-second commercials. They are for R. J. Reynolds Tobacco's Camel Cigarettes, through William Esty Co.; Aqua Velva After Shave Lotion, a J. B. Williams product handled by Parkson Adv., and Whitehall Labs' Infra-Rub product, which is placed through Sullivan, Stauffer, Colwell & Bayles. The Aqua Velva commercial is an integral part of ABC-TV's *Lawrence Welk Show*, and also is seen on local shows and in spots in various markets. William Esty Co. uses the Camel commercial on many of R. J. Reynolds' network shows and on its baseball telecasts. The Infra-Rub commercial is used by Whitehall Labs on several of its network programs.



Mr. Scott

Mr. Scott expects some of these advertisers to sign his clients up for another year's work, but insists that he won't increase their fees just because the baseball tandem suddenly have become a household preoccupation. Up until now they have been receiving between $1,500 and $5,000 a commercial, which is given as a down payment against residuals.

"You can't hold companies like R. J. Reynolds and Colgate-Palmolive over a barrel just because you suddenly get hot," Mr. Scott explains.

Maris on Camel ▪ This is the second year Mr. Maris has been doing the Camel commercial and Mr. Scott says the Yankee received a "substantial increase" over his 1960 fee as a result of winning last year's most valuable player award in the American League. Following logic one step further, Mr. Scott figures most advertisers now employing the services of the M boys will renew next year and offer them voluntary raises in recognition of their well-publicized performances this season.

Operating in, what is for him, an unprecedented seller's market, Mr. Scott has several other highly attractive financial deals brewing. He says that "two of radio's biggest syndicators" (he declines to identify them further), wants Mantle and Maris to do daily 15-minute sports shows in the off-season. He also claims that an unnamed tv network (rumor says it's CBS-TV) is planning an hour-long special on the famous sports pair for a post-World Series showing. *The Life Story of Mickey Mantle*, a 60-minute show, was televised by NBC-TV on its now-defunct *Kraft Theatre* program on Oct. 3, 1956, but the rights to the story have since reverted back to Mr. Scott. Mantle reportedly received approximately $25,000 for his part in the program, a price that could about double if present plans

BANNED IN "BIG D"

TIMELY! INFORMATIVE PUBLIC SERVICE! WFAA's "Open Mike" tears right into the heart of controversial issues, the latest being widespread publicity and the subsequent law-ban of a popular novel. With the police chief, a minister, a psychiatrist and a librarian forming the discussion panel, WFAA Program Director Pierce Allman put printed "smut" on the firing line. The result was a better informed public and kudos from listeners everywhere. People around "Big D" like to be informed. That's why they turn to WFAA-820. A call to your PETRYMAN now can establish your client's message in WFAA's always interesting, timely, adult appeal programming.

WFAA—820

RADIO NBC DALLAS

Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

Erickson's formula for millionaires

Rodney Erickson, president of Filmways Inc., who has said that it was his goal to be a millionaire by age 45 (BROADCASTING, Aug. 8, 1960), last week gave advice to advertising executives on "How To Make a Million Dollars in the Agency Business by Really Trying."

Mr. Erickson, who turned 45 this year, did not mention whether he himself has attained the millionaire goal, but suggested to members of the Chicago Federated Advertising Club that the "quickest and surest way" to attain that moneyed status was to (a) write a best-selling book or (b) invest in stock of client companies on the basis of information obtained while working on agency accounts.

A one-time vice president and general manager of tv for Young & Rubicam, New York, Mr. Erickson suggested that agency officials explore the possibility of persuading their managements to provide them with such money-earning devices as stock options, profit sharing, deferred payment and insurance policies.

Among his other suggestions in his recipe for success:

"Don't be afraid to be fired; most notable people in the advertising field have been fired a number of times."

"Be sure that your new job has more benefits than the old job and your salary is at least doubled."

"A growing middle-sized agency with a long way to go offers much more keeping-money potential in stock appreciation so long as top management is sound."

"The trouble with most agencies today is that their personnel are more interested in personal security and in keeping an account by sycophancy, doing what the client asks, rather than taking a position of leadership and forcing the clients to accept new concepts."

for another show materialize.

Best of all, Mr. Scott is happiest over the merchandising deals he is manipulating for his most celebrated clients. For the M boys are high up on the most wanted list of manufacturers whose products thrive on personal endorsements.

Profitable Area ▪ Mr. Scott says that personal endorsements are particularly profitable because Maris, for example, should not only get up to $5,000 for an immediate endorsement, but also is likely to receive as much as 5% of total net sales of the product, or 2% of gross.

In speaking of his ball-playing gold mines, Mr. Scott also casually mentions possibilities of a motion-picture about the M boys and numerous ghost-written book, magazine and newspaper column deals. In all he estimates that each man possibly can realize $100,000 in contracts right away—$50,000 of that amount from tv—besides the aforementioned added money they can earn over a three-year span. These grandiose rewards make Mantle's current yearly pay of $75,000, and Maris' annual salary of $40,000 seem like mere incidentals.

Business briefly...

Lincoln-Mercury division, Ford Motor Co., has bought into 11 NBC-TV shows to introduce and promote its 1962 models. In addition to the already announced sponsorship of *Alfred Hitchcock Presents,* L-M will participate in *87th Precinct, Outlaws,* and *Tales of Wells Fargo.* Advertiser will also sponsor six one-hour specials to be produced by NBC News. Agency: Kenyon & Eckhardt.

Revlon Inc., New York, will sponsor the hour-long *Bob Hope Special* on NBC-TV Dec. 13 (9-10 p.m. EST). Agency: Grey Adv., New York.

Bristol-Myers, on behalf of its new pain reliever, Exedrin, has bought spot tv time in over 100 markets, as well as daytime participations on CBS-TV. Campaign begins Oct. 1. Agency: Young & Rubicam, New York.

Esquire Shoe Polishes, New York, has bought part sponsorship of NBC-TV's *Checkmate* (Wed., 8:30-9:30 NYT). It was also learned that Esquire plans to buy a minimum of 20 tv spot markets and several radio markets around the country. No details were available. Agency: Mogul, Williams & Saylor Inc., New York.

Block Drug Co., Jersey City, N. J., begins a spot radio and tv campaign in mid-October for its Rem cough medicine. Spots are scheduled for 24 weeks in 17 radio markets and 19 weeks in seven tv markets. Agency: Lawrence C. Gumbinner, New York.

V. La Rosa & Sons, New York (macaroni, spaghetti and egg noodles) is advertising with a schedule on 53 radio and tv stations in 11 markets, beginning Oct. 1 and running through the year's end. Agency: Hicks & Greist, New York.

ADVENT OF THE 'EVENT'

It'll save tv, says Weaver, in talk on Westinghouse plans

Sylvester L. (Pat) Weaver Jr., in his first "public" appearance since his return to the television business, said last week that "event-type programming" is "the salvation of television."

He added a qualifier: "In the opinion of some people." But he left no doubt that he is among those who share that view.

He made the observation at a luncheon at which Roger Bolin, advertising director of Westinghouse Electric—which is spending more than $7 million in "event-type programming" via 18 specials scattered over the three tv networks during the 1961-62 season—made news in another way. Taking a position contrary to that of many advertisers, who as a class are generally represented as anxious to keep a finger in the production of their programs, Mr. Bolin said that in his view "the role of a sponsor is to pick up the check."

Leland Hayward, appearing with other producers who will help turn out the 18 1-hour and 1½-hour specials in the *Westinghouse Presents* series, already had paid tribute to Westinghouse for "trying to do something that is not conventional programming" and for following a policy of "absolutely no interference" with his work on the Westinghouse program.

Mr. Weaver, who won a reputation as one of television's leading creative figures during his tenure as president and in other key posts at NBC, was host at the luncheon as head of television and radio for McCann-Erickson, Westinghouse agency handling the 18 specials. For the past few years he has been board chairman of McCann-Erickson (International)—a post he still holds—and thus has been inactive in television until his appointment as head of M-E Productions a few months ago.

He said the "event-type programming" typified by the Westinghouse series—which will deal with a wide range of contemporary subjects, past events, international affairs and original drama—will let viewers know that "there are people who are trying to open up the forms of the television business."

He said he hopes the *Westinghouse Presents* programs will be both artistic and commercial successes.

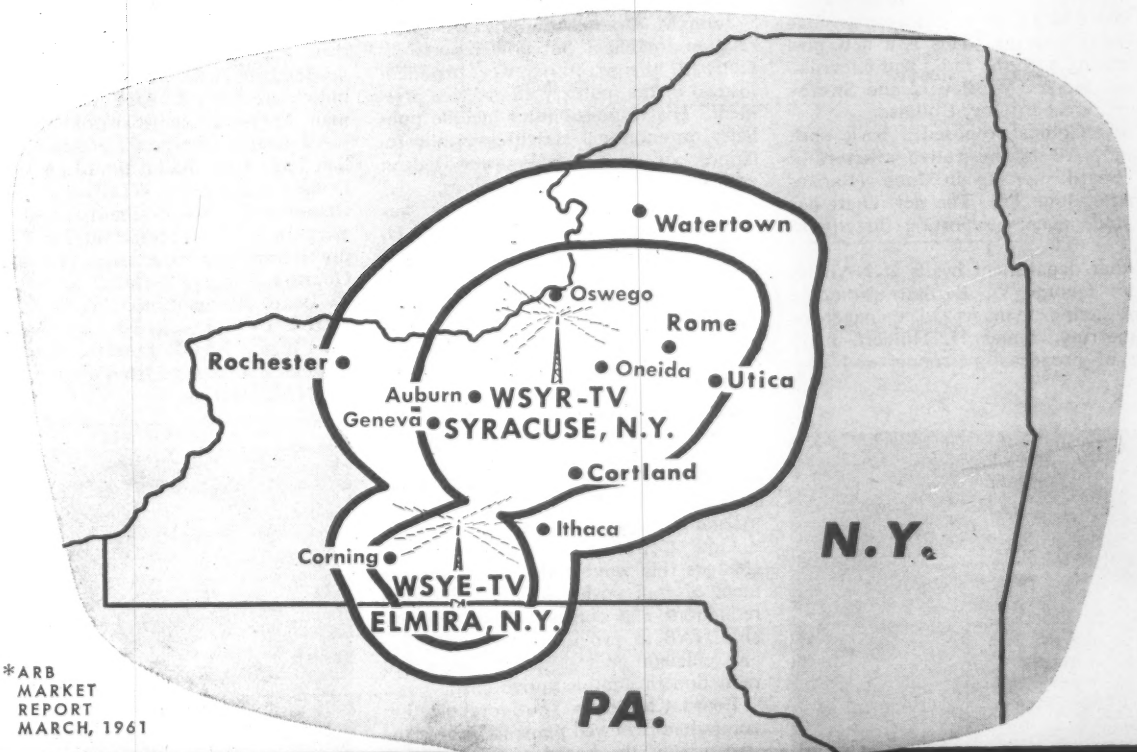
The $7 million figure on Westinghouse's commitment for the series—an unofficial estimate— includes costs of producing the commercials, advertising and promoting the series, etc., as well as the time and production costs for the programs themselves.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR • TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!



*ARB MARKET REPORT MARCH, 1961

WSYR • TV

NBC Affiliate

SYRACUSE, N. Y.

Channel 3 • 100 KW

Plus WSYE-TV channel 18
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

A new lineup for NAB staff

CARLISLE NAMED VP; SEAVEY TO HEAD GOVERNMENT RELATIONS

NAB enters the autumn season with a revamped headquarters staff. LeRoy Collins, president, announced the new lineup after it was approved by the NAB board's reorganization committee at a Sept. 21 meeting (see chart opposite page).

Two main changes were made in the staff. William Carlisle, formerly manager of station relations, was promoted to a vice presidency and given supervision of several key association functions. Hollis Seavey, of the government affairs staff, was promoted to government relations manager.

The top headquarters operating post is held by Vincent T. Wasilewski, named executive vice president Sept. 7 (BROADCASTING, Aug. 28). His appointment had come simultaneously with naming of Robert D. Swezey, formerly of WDSU-AM-TV New Orleans, as code authority director. This is a new post embracing both the radio and television codes. Messrs. Wasilewski and Swezey report direct to Gov. Collins.

Gov. Collins proposed a basic shift in the NAB administrative structure at the board meeting in June (BROADCASTING, June 19). The new chart has the code agency reporting directly to him.

Other department heads at NAB include: George W. Bartlett, promoted from acting manager to manager of engineering; James H. Hulbert, manager of broadcast personnel and economics; Richard M. Allerton, research manager. These departments report to Vice President Carlisle. They formerly reported to the industry affairs vice president.

John F. Meagher continues as radio vice president. Radio code matters, formerly under his office, have been transferred to the new code authority headed by Mr. Swezey.

Howard H. Bell continues as industry affairs vice president but is freed of administrative details to devote more time to committee operations and board liaison, industry organizations and the Assn. of Professional Broadcasting Education.

More Changes ▪ Douglas A. Anello, who had been chief counsel, was promoted to general counsel reporting to Mr. Wasilewski.

John M. Couric continues as public relations manager but now reports directly to the executive vice president instead of the industry affairs vice president. His responsibilities include publicity, promotional activities, public relations aid for members and liaison with public service organizations.

The NAB tv vice presidency was abolished last June when Charles H. Tower left NAB to join Corinthian Stations. Dan W. Shields, who had been Mr. Tower's assistant, becomes special assistant, television. He reports to the executive vice president and will specialize in tv matters.

Everett E. Revercomb, secretary-treasurer, previously head of the administration department, now assumes in addition the auditing, library, production-mail room and stenographic pool functions. John L. Perry is special assistant to the president.

Gov. Collins summed up the staff changes this way: "This new arrangement of staff positions, which includes reductions and consolidations, will enable NAB to provide a more effective and efficient operation with an actual reduction in administrative cost."

Board Changes ▪ The reorganization committee reviewed plans to change the structure of the board of directors. A new and smaller board setup is planned, possibly including emphasis on at-large directorships. A recommended plan will be submitted to the next NAB board meeting, scheduled Jan. 29-Feb. 3 in Sarasota, Fla.

Mr. Carlisle joined NAB as field representative in 1954 after serving with New England stations, agency and broadcast equipment firms. He attended Boston U. business school and served as a Marine reserve captain in World War II. He was named NAB station relations manager in 1957. His station service included WKBR Manchester, WTSV Claremont, and WTSL Hanover, all New Hampshire.

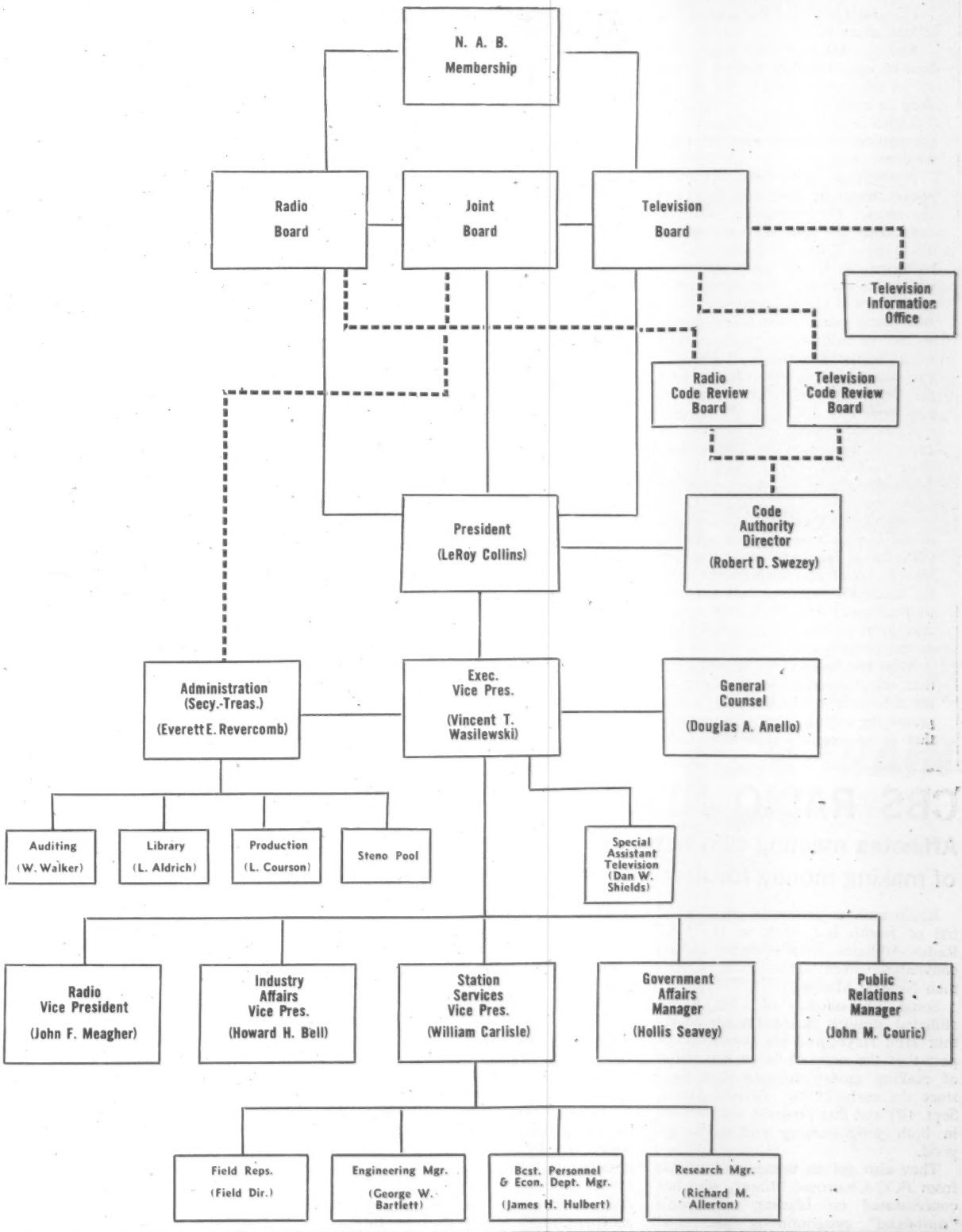
Mr. Seavey is a former radio network newsman and has been active for a decade in Washington legislative affairs. He is a former director of MBS Washington operations, director of Clear Channel Broadcasting Service and director of Regional Broadcasters Assn. He was owner-operator of WCUM Cumberland, Md. He joined NAB's government affairs staff in July 1960. His station posts included WHLD Niagara Falls, N. Y.; KOCY Oklahoma City; WCOP Boston and WOL Washington. He was graduated from Harvard in 1937.

Members of the Reorganization Committee are Clair R. McCollough, Steinman Stations, chairman of the joint NAB board; George C. Hatch, KALL Salt Lake City, Radio Board chairman; Dwight Martin, WDSU-TV New Orleans, Tv Board chairman; J. M. Higgins, WTHI Terre Haute, Ind., Radio Board vice chairman; William B. Quarton, WMT-TV Cedar Rapids, Ia., Tv Board vice chairman; W. D. Rogers, KDUB-TV Lubbock, Tex., and Richard W. Chapin, KFOR Lincoln, Neb. Mr. Chapin was excused from attendance at the NAB meeting.

Mr. Carlisle

Mr. Seavey

Revamped NAB organization Chart



Text of Newton Minow's words of praise for radio

I'm grateful to you for asking me to talk about radio.

Radio is America's roommate. We hear its voice from the time we wake up in the morning until we go to sleep at night.

Radio is also America's traveling companion. It travels with us like a welcome shadow.

A neighbor puts a radio in his hip pocket when he goes out to prune the roses. The newspaper delivery boy makes his rounds to the sound of music. I have a radio in the bathroom so I can catch the news while I'm shaving. The automobile radio rides in almost every car pool. And some people are even taking sets to the ballpark so they can keep score on the announcer. I suppose that about the only place radio isn't going with us these days is solitary confinement.

Radio is America's roommate because it's so downright companionable. It goes places, it does things. And, above all, it always takes us along.

I know the owners and managers of the 206 stations affiliated with the CBS Radio Network agree that behind its air of easy informality radio has tremendous power to inform as well as entertain. It is this power that gives it special responsibilities in the community.

Must for News ▪ We all recognize that entertainment —that music—is the core around which the day's programming is built. But we also know that more people depend on radio

for news as it happens, and for news of community affairs, than they do on any other means of communication.

A recent radio study made use of the grim "rumor of war" research question. As one might expect, seven out of ten people questioned said that they would turn on their radios to verify a report that war had broken out. And with the aftermath of Hurricane Carla, America was reminded of the herculean service radio provides.

Or take a less catastrophic example. On any snowy morning in winter, sets are turned on all over the house, because people depend on radio to tell them if the schools will be open, if the main roads are passable, if downtown offices expect their people to make it to work. This is just one of the many community jobs which only radio can accomplish.

Unbeatable ▪ Broadcasters of your calibre who seek to serve as well as to entertain your communities—and who serve by furnishing quality news broadcasts, news analyses, world roundups, documentaries, special events, and community affairs—should be commended and encouraged. Nothing can beat radio on a breaking news story.

Typical of the contributions to public information are many especially informative broadcasts over CBS Radio last year: Lippmann on leadership; Secretary Herter's address on U. S. foreign policy; Premier Khrushchev and Prime Minister Nehru at the United Nations; the White House Conference on Aging; the *Face the Nation* debate between Sens. Goldwater and McCarthy on the issue "Does a Big Federal Government Threaten Our Freedom?" the report on medicine of the future; and the story of America's first space man.

I also want to commend you for occasionally massaging the egghead —for continuing a great musical tradition by making a place in your schedules for the broadcasts of the New York Philharmonic and the Cleveland Symphony Orchestra.

This is responsible broadcasting and this is what makes radio the finest kind of companion.

CBS RADIO NEAR BLACK INK

Affiliates meeting told network on the brink of making money for first time since 1950s

Radio and its prospects got a good bill of health last week at the CBS Radio Affiliates Assn.'s eighth annual convention—even from FCC Chairman Newton Minow.

Some 200 officials of CBS Radio affiliated stations heard President Arthur Hull Hayes and his associates report that the network is on the verge of making money for the first time since the early 1950s (BROADCASTING, Sept. 18) and that progress and outlook in both programming and sales are good.

They also got an unexpected tribute from FCC Chairman Minow, who has concentrated on blasting television's "wasteland" programming and said practically nothing about radio since he took office early this year. Responding to President Hayes' request, Mr. Minow sent a taped message praising both radio and its public service record (text of address above).

One gloomy note in what was generally conceded to be one of the most amicable and non-controversial national gatherings of radio affiliates in several years was sounded by Thomas K. Fisher, CBS Inc. vice president and general counsel. The program forms which the FCC currently proposes to incorporate in license applications, Mr. Fisher warned, clearly limit broadcasters' programming freedom and, if accepted, may easily lead to further acts of censorship.

The convention, held Monday and Tuesday in New York, also:

▪ Heard CBS President Frank Stanton describe plans for the new CBS headquarters building (BROADCASTING, Sept. 11) and outline a tentative timetable calling for ground-breaking before the end of this year and occupancy by the end of April 1964 (story page 42).

▪ Saw a demonstration of "Audimax," a new automatic audio level control system designed to provide maximum audio coverage at all times. President Peter C. Goldmark of CBS Labs, which developed Audimax, said that in addition to this immediate advantage of improving modulation, it "will be a boon to the completely automatic station of the future."

▪ Elected a new slate of affiliates association officers, headed by E. K. Hartenbower of KCMO Kansas City (see page 101).

▪ Adopted a resolution commending

IN LOS ANGELES, TAKE THE abc TRAIN

On the move. That's Los Angeles. And anticipating the changing tastes of this huge metropolitan area is a big job... a job for a station like KABC-TV. ABC's Flagship in the West is getting the job done with aggressive programming, imagination and flexibility.

GO FIRST CLASS ON...

7 KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.

talk about results!

"Northwest has run many tours in the Tri-State (Ohio, Indiana, Kentucky) area, but the WCKY group is the largest produced by any radio station."* ■ That's what the Area Sales Representative for Northwest Orient Airlines had to say about WCKY following the station's **second** successful tour to Hawaii for Northwest. ■ He continued: "There are many ways for Northwest to say 'Thanks', but I think the one you will best appreciate is the one that extends our contract for 26 weeks . . . making WCKY the ONLY Cincinnati station to have a full 52 weeks of advertising from Northwest in 1961." ■ Talk to your AM Salesman about getting results like this for **your** product on Cincinnati's Total News and Information Station

*(41 persons bought the tour . . . at $850 each.)

wcky

50,000 WATTS • CINCINNATI

the network and its leaders; its mixture of news and public affairs, informational features and name-star entertainment in a program schedule "pertinent to our times"; the development of Audimax and also of NetALERT, the new signalling system which went into operation early this month. The resolution also pointed up the "great significance" of FCC Chairman Minow's estimate of radio's service to the public.

In his report President Hayes said CBS Radio holds a position of supremacy which rests on unequalled news and public-affairs programming, name-star entertainment programming which no other network is undertaking, the introduction of technical advances such as NetALERT and Audimax, successful operation of the Program Consolidation Plan (which, introduced two years ago and modified last year, cut back on entertainment programming, stepped up news programming and introduced a new system of station compensation based on programs supplied by the network for sale by the stations, instead of dollar payments), and "a substantial upturn" in CBS Radio's economic prospects.

Mr. Hayes reported "much" improvement in the CBS Radio financial picture: "We would have arrived at the break-even point for the year 1961 had it not been for the economic situation during the first half. However, unless we encounter some very unforeseen reverses, the network will not lose money in the second half of this year, and I think we will pass the break-even point in the year 1962."

Homes Delivered ▪ He said "the real acid test of our commercial schedule" is in the number of homes delivered to advertisers—and cited A. C. Nielsen Co. figures to show CBS Radio running well ahead of the other radio networks in this respect. In program acceptance, he cited Pulse surveys in 103 markets as the best barometer available and said they showed the CBS outlets ranked first, second or third in 67 of these markets, demonstrating "that any CBS Radio affiliate can be the dominant station in its market."

Mr. Hayes said he also had discerned a trend away from what he called "fad radio," toward programming with more substantial content:

"I think the American audience is more and more regaining an appreciation of thoughtful, quality programming and not what some stations choose to call 'modern' radio. Now, in retrospect, maybe it should have been termed fad radio. But let me underscore the fact that a good network station that is really serving the public can compete with a fad radio station and can build not only as large but a larger audience."

The affiliates heard Mr. Fisher describe the FCC's proposed new program

ALL EYES WILL BE ON ALLIED ARTISTS...

Allied Artists Television Corp. . . . the newest name in feature film sales to TV . . . is ready to release two new powerful packages of entertainment today!

Released: Allied Artists' Cavalcade of the 60's, forty great features, made in the nineteen fifties, and starring top names that include Rod Steiger, Gary Cooper, Anthony Perkins, Patti Page, Dorothy McGuire, Joel McCrea, Rory Calhoun, Ernest Borgnine and others . . .

Released: Allied Artists' "Bomba" series! "Bomba, the Jungle Boy," featured in twelve top jungle films—brought to life from Roy Rockwood's ever-popular books, PLUS an outstanding Sabu feature.

Also — many fine half-hours including 98 episodes of "I Married Joan".

Contact your nearest Allied Artists TV Corp. office for availability.

ALLIED ARTISTS TELEVISION CORP.

New York, New York
165 West 46th Street • PLaza 7-8530 • Alan G. Roberts

Chicago, Illinois 1232-1234 So. Michigan Ave.
WAbash 2-7937 • James C. Stern

Hollywood, California
4376 Sunset Drive • NOrmandy 2-9181 • Maurie Gresham

forms as "the jugular issue of all issues facing broadcasters today." He said the questions—166 in the tv form, 145 in the one for radio—are so detailed and precise that "practical men know what the commission prescribes as in the local public interest, thereby circumscribing the freedom of the broadcaster in his own determination of what to program."

Transgressed Authority ▪ Mr. Fisher said that if FCC took these questions, turned them around and stated them affirmatively as programming standards "there would be no doubt that it [FCC] had transgressed its authority." Although the broadcaster is free to answer the questions negatively, "he knows that he had better have an overwhelming reason for such a response," the attorney added. He said:

"It is far easier to play it safe and to capitulate to the programming implications of the questionnaire. To those who would say, 'Why not get the government off our back—let's do what they want and then they will go away,' I sadly reply: 'How blind, how shortsighted, how naive can you get—having tasted power in this area, will not the taste hunger for more power?'

"Having once exercised this power, will not the Commission itself become a helpless victim in the drive of one pressure group after another to require it to impose additional questions, additional 'standards' of programming?"

Mr. Fisher also had an answer for those who argue that a broadcast license is merely a "privilege," that the broadcaster is a "trustee" who uses "the people's air." He said: "It is the broadcaster who assembles and pays for the broadcast equipment; it is the broadcaster who assembles and pays for the property called programming; it is the broadcaster who activates the movement of his property (in the form of energy) from his transmitter to radio or television receivers. I do not maintain that clearing the air of loose assertions such as 'privilege,' 'trusteeship,' 'fiduciary obligation' and 'the people's air' answers the problem as to the relationship between the First Amendment [freedom of speech, the press, etc.] and the power of Congress to regulate interstate commerce, but it does rid our thinking on this subject of predelictions, prejudices and false analogies."

During the two-day meeting five stations received Golden Microphone Awards to mark 30 years of affiliation with CBS Radio. President Hayes presented them to Harrison Fuerst, representing KVOR Colorado Springs; Arnold F. Schoen Jr. for WDBO Orlando, Fla.; August C. Meyer for WMBD Peoria; Ben Williams for WTOC Savannah, Ga., and L. S. Mitchell for WDAE Tampa, Fla.

Preceding the general affiliates meetings, station managers and sales managers of the seven CBS-owned radio stations held their annual round of weekend conferences with President Hayes and other CBS Radio Div. officials.

CBS breaking ground soon

Ground-breaking for the new CBS headquarters building in New York, one of the last structures designed by architect Eero Saarinen before his death early this month, is expected to occur by Jan. 1. The building should be ready for occupancy by April 1964. This is the word which affiliates brought out after hearing CBS President Frank Stanton discuss the building plans in the principal address at last Tuesday's private luncheon meeting of the CBS Radio Affiliates Assn.'s eighth annual convention (see page 38). The 37-story building as conceived by Mr. Saarinen would be of concrete faced with granite, would provide unobstructed floor space by avoiding steel structural supports except in the elevator core and in a series of exterior steel "fingers" having design as well as structural effect. The site is New York's Ave. of the Americas between 52nd and 53rd Streets.

Seated at head table during affiliates meeting (l to r) Dr. Frank Stanton, CBS Inc. president; John S. Hayes, WTOP Washington, president of CBS Radio Affiliates Assn., and Arthur Hull Hayes, president, CBS Radio.

McGannon unit studies research center idea

The first steps looking toward the feasibility of an industrywide radio-tv research and personnel training center were examined Sept. 18-19 by the NAB special research committee named last month (BROADCASTING, Aug. 28). Broadcast, education, advertising and research specialists discussed the idea with the committee.

Donald H. McGannon, Westinghouse Broadcasting Co., committee chairman, said the session was held to familiarize members of the group with all aspects of the project. He said the next meeting will be held Nov. 9-10 in Chicago.

A subcommittee will study a group of university proposals, including an elaborate presentation submitted by the U. of Missouri.

The center was first proposed at the NAB May convention by NAB President LeRoy Collins. NAB's board approved a study of the idea at its June meeting.

Attending the meeting were Julius Barnathan, ABC-TV; Hugh M. Beville Jr., NBC; John P. Cowden, CBS; George C. Hatch, KALL Salt Lake City, NAB Radio Board chairman; Danield W. Kops, WAVZ New Haven, Conn.; Irvin Lichtenstein, MBS; Richard B. Rawls, KPHO Phoenix, Ariz.; Willard Schroeder, WOOD Grand Rapids, Mich. Representing NAB were President Collins; Howard H. Bell, industry affairs vice president, and John L. Perry, assistant to President Collins. Melvin Goldberg, Westinghouse research director, attended as an advisor to the committee.

WBNX goes Spanish

WBNX New York, effective Oct, 2, will broadcast in Spanish from 10:30 a.m. to midnight Mon.-Sat., according to Richard Eaton, president of United Broadcasting Co., which owns the station. At the same time, Mr. Eaton also announced the appointment of Jose De la Vega as consultant for the station's evening programming. He formerly served as director of Spanish programming for WWRL New York.

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TOA asks donations for pay tv fight

Movie exhibitors are being asked to contribute to a $24,000 defense fund to fight pay tv's advent.

Such an appeal was made last week by Philip F. Harling, assistant to the president, Theatre Owners of America, and chairman of that group's anti-pay tv committee, to the annual convention in St. Louis last week of the Missouri-Illinois Theatre Owners Assn., a TOA affiliate.

Mr. Harling, who also is vice president and executive secretary of Fabian Theatres Corp., said St. Louis area theatre owners will be expected to contribute $12,000 or 5% of the $240,000 needed to wage an effective war against pay tv forces. This figure, he said, is in relation to the percentage of money St. Louis area exhibitors gross as compared to national film grosses. (TOA affiliate chapters in other parts of the country also will be asked to make similar contributions.) Mr. Harling explained that the money would be used "to press our current court appeals, and to undertake our grass roots congressional campaign."

The TOA currently has two appeals against proposed pay tv experiments pending in federal courts. Last month the exhibitor organization together with other theatre interests appealed an Arkansas Public Service Commission ruling granting International Telemeter Co. virtual license to operate a closed circuit toll system experiment in Little Rock, Ark. (BROADCASTING, Sept. 4). Earlier in the year, TOA asked the U.S. Court of Appeals in Washington to reverse the FCC's approval of a Phonevision test in Hartford, Conn. (BROADCASTING, March 27). Both appeals are still pending, and Mr. Harling reiterated last week that if necessary, both would be carried to the U. S. Supreme Court.

Mr. Harling said the purpose of the grass roots campaign, which he hopes will start this fall, is to start a flood of public protest to Congress against pay tv. Theme for the campaign, Mr. Harling said, is that pay tv is not in the public interest. He reminded exhibitors that pay tv "is dedicated to putting you out of business," and warned that if it ever gets a foothold and can "somehow prove that is is economically sound, its tentacles will wrap around all the U. S. just as quickly as tv itself caught hold a decade ago."

CBS evening news shows near complete sellout

Approximately 96% of the evening time allocated to CBS news and public affairs television programs is sponsored for the fourth quarter of 1961, it was announced last week by William H. Hylan, CBS-TV network vice president, sales administration.

The sales, Mr. Hylan stressed, include renewals and a large volume of business placed by new advertisers. He said this "reflects the fact that viewers want more of this type of programming."

In addition to the nighttime sales, according to Mr. Hylan, two new daytime features, *Calendar* (Mon.-Fri., 10-10:30 a.m.) and new five-minute strips at 11:55 a.m.-12 noon and 3:55-4 p.m. have been sold completely. The five-

Metropolitan tv show to feature FCC

FCC Chairman Newton N. Minow and four other members of the commission will participate in an in-depth review of the history of the U. S. communications industry in a special tv report, *New York Debut —31,* on Metropolitan Broadcasting's six tv outlets. The program was to be taped Friday (Sept. 22) for presentation on Sunday, Oct. 1.

The program, produced by Metropolitan Broadcasting in cooperation with the FCC and the Municipal Broadcasting System of New York City, will deal with the story of the FCC's uhf experiment on ch. 31 in New York, designed to gather information about uhf transmission and reception. Host and narrator of the hour-long show will be Mark Evans. Participants will include Commissioners Minow, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Frederick W. Ford; Ken Cox, head of the FCC Broadcast Bureau, and Edward Allen, FCC chief engineer. Commissioners T. A. M. Craven and John S. Cross will not appear because of prior commitments.

The uhf test station was slated to commence operations last Friday (Sept. 22). The City of New York (WNYC) will program it with specially produced educational programming on a regular schedule starting Nov. 10.

As a public service, Metropolitan will make its special program available to tv stations and educational institutions throughout the country. Metropolitan stations are: WNEW-TV New York, WTTG (TV) Washington, KOVR (TV) Sacramento-Stockton, WTVH - TV Peoria, KTVP-TV Decatur, Ill., and KMBC-TV Kansas City.

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minute programs have been bought respectively by Johnson's Wax and Frigidaire. Mr. Hylan noted that additional minutes will be opened up in *Calendar*, which begins Oct. 2, and will be made available for sale under the Morning Minute Plan.

CBS News and public affairs programs carried in evening time include *The Twentieth Century* (Sun., 6-6:30 p.m.), *Sunday News Special* (11-11:15 p.m.), *Eyewitness* (Fri., 10:30-11 p.m.), *CBS Reports* (Thur., 10-11 p.m.) and *Douglas Edwards With the News* (Mon.-Fri., 7:15-7:30 p.m.).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WAKY Louisville, Ky.: Sold by Barton and Gordon McLendon to group headed by Frederic Gregg Jr., and John R. Ozier, who own WMAK Nashville, and 10 others from Louisville and Kansas City, for $1,350,000. The sale of WAKY is necessitated by the McLendons purchase of WGES Chicago (CHANGING HANDS, July 31) which would give the McLendon group more than the seven radio stations to which one entity is limited. McLendon stations, in addition to WAKY, are KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; KABL San Francisco and WYSL-AM-FM Buffalo, N. Y. Broker was Blackburn & Co.

▪ WEZL Richmond, Va.: Sold by Ben Strouse, Samuel E. Feldman and Lee Back to Robert A. Monroe for $175,-000. Mr. Monroe is president of WAAA Winston-Salem and WSRC Durham, both North Carolina. The sellers own WEBB Baltimore, Md.; Mr. Strouse is principal owner of WWDC Washington, D. C. WEZL operates on 5 kw daytime on 1590 kc. Broker was Blackburn & Co.

▪ WJHB Talladega, Ala.: Sold by Bill Tyler and Jim Hemphill to Tallabama Broadcasting Co. for $45,000. Buyers comprise principals now associated in the ownership of WGAD Gadsden, Ala., and with most of them also holding interests in WGSV Guntersville, Ala. Major stockholders in buying group are Ed Carrell, WGAD manager, and Rep. Albert M. Rains (D-Ala.). WJHB is 1 kw daytimer on 1580 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 102).

▪ KOEL Oelwein, Iowa: Sold by C. W. Crahan and local businessmen to Hawkeye Broadcasting Inc. for $364,-000. Hawkeye is principally owned by James Stuart, who also controls these Stuart stations: KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Commissioner Bartley dissented.

Four NAB committees appointed by Collins

Four committees of the NAB board of directors were appointed Sept. 21 by LeRoy Collins, president. They are convention, radio fund finance, tv fund finance and general fund finance.

Named co-chairmen of the arrangements committee for the 1962 convention, to be held April 1-5 at the Conrad Hilton Hotel, Chicago, were Joseph M. Higgins, WTHI Terre Haute, Ind., and William B. Quarton, WMT-TV Cedar Rapids, Iowa. They are respective radio and tv board vice chairmen. Others named to the convention committee were Odin Ramsland, KDAL Duluth, Minn.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; James D. Russell, KKTV (TV) Colorado Springs, Colo.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Robert F. Wright, WTOK-TV Meridian, Miss.; Simon Goldman, WJTN Jamestown, N. Y., and Joseph S. Sinclair, WJAR-TV Providence, R. I.

The general fund committee, handling NAB budget matters, includes the radio and tv finance committees. Members of the radio fund finance committee are Merrill Lindsay, WSOY-FM Decatur, Ill., chairman; George C. Hatch, KALL Salt Lake City; Richard W. Chapin, KFOR Lincoln, Neb.; Ben B. Sanders, KICD Spencer, Iowa; John F. Patt, WJR Detroit; F. C. Sowell, WLAC Nashville.

The tv fund finance committee includes Campbell Arnoux, WTAR-TV Norfolk, chairman; Clair R. McCollough, Steinman Stations; Dwight W. Martin, WDSU-TV New Orleans; Joseph C. Drilling, WJW-TV Cleveland, and W. D. Rogers, KDUB-TV Lubbock, Tex.

Stations form resort group

J. A. Lucas Co., Los Angeles station rep, has formed Resort Market Radio Group, composed of six stations whose combined market area is said to be visited by more than 26 million tourists annually. Stations are KRAM Las Vegas and KONE Reno, both Nevada; KOWL Lake Tahoe, KDON Salinas-Monterey, KCMJ Palm Springs, KIST Santa Barbara, all California.

Outstanding Exclusive Broadcast Properties

This is the top rated station in a major Texas market. Outstanding fulltime facility and is operating profitably under absentee ownership. $100,000 down and 6 year payout.	TEXAS $300,000
An excellent daytime facility in a high quality, medium market. Includes valuable real estate. Station is profitable and will pay for itself with 29% down and balance over 8 years.	MID-ATLANTIC $200,000
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WEST COAST
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Calif. Bank Bldg.
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Beverly Hills, Calif.
CRestview 4-2770

NAB analyzing logging field tests

Results of NAB's field testing of proposed FCC logging requirements were being analyzed last week at the association's Washington headquarters preparatory to the FCC's Oct. 6 public conference on the new forms.

NAB's advisory committee reviewed plans for the conference at a Sept. 20 meeting in Washington. The association was authorized by the FCC to select industry participants at the conference (BROADCASTING, Sept. 18).

Among NAB witnesses will be radio and tv station representatives who have had actual experience filling out logging forms designed to meet the more detailed requirements proposed by the commission. The association selected cross sections of radio and tv stations to operate Sept. 11-16 under two different test logs—one designed to meet all proposed FCC requirements and another simplified log providing all information now required on logs and believed adequate for commission needs.

A number of southeastern stations have field-tested their own versions of the new logs. They recited their difficulties at the South East Radio-Tv Seminar held Sept. 15 in Atlanta under auspices of the Georgia Assn. of Broadcasters. Kenneth Cox, FCC broadcast bureau chief, and other commission personnel participated. H. Randolph Holder, WGAU Athens, president of GAB, announced last week that transcripts of the day-long seminar will be available at $5 each. They can be obtained from Jack Williams, GAB executive secretary, 24 Ivy St. S.E., Atlanta.

Members of the NAB advisory committee are Clair R. McCollough, Steinman stations; Dwight W. Martin, WDSU-TV New Orleans, and George C. Hatch, KALL Salt Lake City.

Lady Bird urges radio-tv fight ignorance, poverty

Mrs. Lyndon B. Johnson urges that the "electronic miracle of radio and television" be used "to fight the overpowering statistics of ignorance and poverty." In a speech last Monday (Sept. 18), the wife of the U.S. vice president told some 150 members and guests of the New York chapter, American Women in Radio & Television, that "much has already been done." She referred specifically to the development of radio and tv in Southeast Asia, where she visited recently with her husband. LBJ Co., which is headed by Mrs. Johnson owns, KTBC-AM-TV Austin, 29% of KWTX-AM-TV Waco, and through KWTX, 50% of KBTX-TV Bryan, all Texas, and 75% of KXII (TV) Ardmore, Okla. Also owned is KRGV-AM-TV Weslaco, Tex., which is being sold, pending FCC approval (BROADCASTING, Aug. 21).

Mrs. Johnson said: "Women are playing a leading role in television, which is growing at an unprecedented rate in these lands. Both media play an increasingly vital role in the political, economic and technical development of the nations of the world. Just how great a role tv could play is illustrated by the scope of the audience which awaits them so eagerly—at least six viewers per set. In the Philippines, there are five tv stations and 43,000 tv sets with 10 viewers for every set. In India, one experimental station serves 320 receivers and the audience is 10,000." Mrs. Johnson also said she was gratified to hear "so many feminine voices as announcers and newscasters in Southeast Asia."

County set projections going to NCS customers

Advance reports—in percentages—on the county-by-county circulations of all radio and television homes have been delivered by A. C. Nielsen Co. to subscribers to its NCS '61 service, Nielsen officials announced last week. They explained that actual circulation figures cannot be computed until the U. S. Census Bureau releases its already-overdue counts of tv and radio homes, county by county.

Pending issuance of the Census base figures, however, Nielsen can prepare interim projections—based on current county-by-county estimates of receiver homes—for clients who feel they must have some such figures immediately.

The advance reports show, for each station, the percentages of tv and radio homes in each county which view or listen to that station weekly, daily, in daytime and at night. The percentages were compiled from returns representing more than 200,000 families throughout the U. S.

ABC-TV signs WCCA-TV

WCCA-TV Columbia, S. C. a new uhf outlet which begins operations Oct. 1, will be a primary affiliate of ABC-TV in the market. Julius Barnathan, ABC vice president for affiliated tv stations, last week said that "the addition of this station [ch. 25] now makes it possible for Columbia viewers to enjoy complete three-network television service." WCCA-TV is licensed to First Carolina Corp. Harold Anderson is president and general manager and Lee Gorman is executive vice president.

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CALIFORNIA—Fulltime AM-FM combination grossing in excess of $10,000.00 monthly and capable of doing much better under different ownership. Good real estate included. Priced at less than $200,000.00 on long terms. Another H&L Exclusive.

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Music separates 'good guys' from bad

Radio stations can be classified easily into "good guys" and "bad guys" through the application of the "Musical Virtue Scale" devised by Stephen B. Labunski, vice president and general manager of WMCA New York. Mr. Labunski, more in truth than in jest, offered the following definitions in his "Musical Virtue Scale" during a talk before Columbia Records' A & R Seminar in New York last Thursday (Sept. 14):

Classical ▪ The very best of the "good guys"; free to disregard news, public service; forget about overcommercialization; the music this type of station plays takes care of all necessary and desirable uplifting of audience; known to have many influential friends among its listeners; "program balance" requirements do not apply. Immune to criticism and license troubles. A real champion.

Semi-classical ▪ Almost as much of a "good guy" as classical brother; allowed to triple-spot because musical selections are longer, and everybody understands perfectly; no need for strong news coverage, informational programming or special documentaries because the audience which likes such music reads prodigiously and travels extensively, hence needs no additional information or ideas. A true winner.

"Good" Music ▪ A real comer among the "good guys," rising fast —although occasionally plagued by rating and money problems; very big with certain timebuyers and newspaper columnists who don't listen to the radio. A good, worthy citizen.

Middle of the Road ▪ One of the pretty "good guys"; when on his good behavior, not too much of a target, but expected to perform vigorously in the public interest, dig for news, hold down commercial load and avoid contests; influential leaders who listen to this kind of station ordinarily admit it to rating services, thus might be counted on to testify as character witnesses at a hearing. A junior winner.

Modified Current Pop ▪ (Nothing too loud; nothing too young). Borderline case; must do penance in the form of outstanding news, highly original public service campaigns, and inventive community projects. (Note: The mixed-up, but prevailing euphemism here is "to take the sting out of the rock.") High ratings and sound operation keep this type of station in the running, but no favors are expected or received; must keep extra careful memo files, be expert in logging procedures, write voluminous attachments to license renewal applications. (Note: National buyers think the quantity of such stations is many times the actual number, since nervous Top Forty and Rock 'n' Roll operators on selling trips tell buyers that *this* is the kind of station they run back home). A junior winner fighting to avoid being shifted to loser's column.

Top Forty ▪ (By the numbers, for the numbers). Clearly one of the "bad guys"; while actual standing depends in part on dial position, wattage, history of ownership, commercial effectiveness, durability of ratings and size of manager's ex-

Media reports...

Presentations ▪ WLWT (TV) Cincinnati has presented to the Cincinnati and Hamilton County Public Library Films & Recordings Center, 26 15-minute *Dateline: U.N.* programs, telecast over WLWT and WCET (TV), Cincinnati's etv station, over the past two years. The films, produced by the U.N. under the sponsorship of the U.S. Broadcasters Committee for the United Nations, now are available to the general public.

RPI signers ▪ Radio Press International has signed the following stations to its voice news service: WHB Kansas City, and WRAL Raleigh, WJNC Jacksonville and WGOL Goldsboro, all North Carolina.

Appointment ▪ KGO San Francisco has appointed the Charles W. Johnson agency, that city, to handle its advertising.

Winner ▪ WJXT (TV) Jacksonville, Fla., has been cited for outstanding educational achievement by the Action in Education Awards for its *Project 4* series. The awards program, sponsored by *Better Homes & Gardens* magazine in cooperation with the National Education Assn. and National School Boards Assn., is designed to encourage individuals and organizations to work with school officials for the improvement of local educational facilities.

New studios ▪ WYFI-FM Norfolk, Va., moved into new studios at the Golden Triangle Hotel, Sept. 2, and plans broadcasting stereophonically early in October. The station will carry news programs and commentators of the Mutual Broadcasting System.

pense account, operators of such stations are given to sudden increases in church attendance when license renewal is pending. A loser.

Rock 'n' Roll ▪ As bad a "bad guy" as there can be; nothing this station does right helps; assumed to have entirely teen-age appeal—in total disregard of official doctrine which clearly states that while programs for little children are all good, programs for teen-agers are all bad. When ratings are poor, everybody believes them; when ratings are great, the ratings are crooked; hopeless case. A real trouble maker.

Country and Western ▪ Another one of the "bad guys," but considered very fortunate that current indignation is directed at rock 'n' roll and rhythm and blues, which, along with narcotics and fall-out, are recognized to be the chief menaces to American life. Such types of stations are advised to twang those guitars quietly and stay out of the limelight. A loser with a cowboy hat.

Mr. Labunski concluded with this statement:

"Get the idea? No longer do you have to worry about what kind of radio station it might be; whether it does a good or a bad job for its community; whether it is well run; whether the listening public seems to like what it hears; whether it serves its advertisers well and is run at a profit. All this is quite beside the point; you classify a radio station entirely by the music you think it plays, then you quickly check to see where it fits. Some are 'good guys' and some are 'bad guys.' It's just as simple as that."

Eight southern stations didn't carry Negro show

Eight television stations in the South did not carry ABC-TV's documentary on Negroes, "Walk In My Shoes," last Tuesday (Sept. 19) and one station that presented the program, KTBS-TV Shreveport, La., reported it had received "a number of complaints" about the telecast. The documentary, part of the *Close-Up* series sponsored by Bell & Howell, was filmed in various parts of the country, and presents Negroes from various economic and social levels giving their opinions and attitudes regarding life in America.

An ABC-TV official in New York said he had heard about the complaints in Louisiana. He added that to his knowledge, there had been "no repercussions" at other stations.

A New Film for Television

"BERLIN"

LATEST RELEASE IN

THE BRITISH CALENDAR SERIES

Produced by the C.O.I. in association with F. D. Kay

16 mm A Quarter-hour Program Black & White

Now available for release, this up-to-the-minute British Calendar film focuses on the Berlin situation and takes the viewer into the heart of Berlin for a discussion of the problems.

Sign up now for the BRITISH CALENDAR series starting with this timely film on Berlin. A new quarter-hour program featuring events-in-the-news in Britain and the Commonwealth will be sent to you EVERY TWO WEEKS thereafter. This doubled schedule of British Calendar is *new* (formerly available only once every month).

BRITISH CALENDAR can also be booked on a 26 or 13 week basis. All films free except for transportation charges, both ways.

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We would like to be booked as follows:

☐ Every two weeks ☐ Weekly for 26 weeks ☐ Weekly for 13 weeks ☐ Berlin film only

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Name ..... Title .....

Station ..... Affiliation .....

City ..... Zone ..... State .....

TV'S BIG CLIENTS FACE FCC

Extent of sponsor control over programs expected to highlight resumption of hearing in New York

Semifinal round in the FCC's four-year-old inquiry into network programming practices begins tomorrow (Tuesday) with testimony from approximately 40 corporation executives representing blue-chip advertisers who spend hundreds of millions of dollars annually in tv.

The hearing, to be presided over by FCC Chief Hearing Examiner James D. Cunningham, will be held in the federal building in Foley Square. The testimony is expected to continue through next week. Ashbrook P. Bryant, chief of the FCC's Network Study Staff, and associate James Tierney, will question witnesses.

Much emphasis is expected to be placed on the control advertisers exert over the programs they sponsor on television. This question was touched during late 1959 and early 1960 hearings in Washington before the FCC en banc.

Messrs. Cunningham and Bryant held hearings in New York early this summer (BROADCASTING, July 3) with testimony on programming taken from producers, directors and performers. Following the sessions with advertisers, the final phase of the investigation will feature testimony from the networks.

Nearly half of the top 100 tv advertisers in the country will have executives testifying at the hearing. Following is a list of the witnesses, their companies and 1960 tv advertising expenditures time costs only at the gross one time rate, as compiled by Tv Bureau of Advertising. (They are not listed in their order of appearance at the hearing but according to national ranking in total advertising. All but the last three companies, which do not have figures listed, were in the top 100 tv advertisers in 1960).

A. N. Halverstadt, Procter & Gamble ($101,491,119); Samuel Thurm, Lever Bros. ($45,148,700); R. G. Rettig, American Home Products Corp. ($42,788,167); Edwin K. Ebel, General Foods ($37,164,388); George T. Laboda, Colgate-Palmolive Co. ($33,930,510); Gail Smith, General Motors ($24,631,853); Alfred A. Whittaker, Bristol-Myers ($20,916,848); John W. Burgard, Brown & Williamson Tobacco Corp. ($20,319,349); Howard Gray, R. J. Reynolds Tobacco Co. ($20,064,986); Robert A. McNell, Sterling Drug ($17,544,809).

The list continues with M. A. Souers, General Mills ($17,221,517); Daniel Ladd, P. Lorillard & Co. ($16,186,911); Albert R. Stevens, American Tobacco Co. ($15,758,575); Roger M. Greene, Philip Morris ($15,395,008); John H. Childs, Texaco ($12,675,832); Lawrence W. Bruff, Ligget & Myers Tobacco Co. ($12,534,604); Carl Stursburg, Warner-Lambert Pharmaceutical Co. ($11,766,820); Harry F. Schroeter, National Biscuit Co. ($11,669,252); Robert Fisher, Ford Motor Co. ($11,188,453); Douglas L. Smith, S. C. Johnson & Son ($10,916,907); Leonard Lavin, Alberto-Culver Co. ($10,064,198); Joseph L. Caliri, National Dairy Products ($9,742,461); Roger H. Bolin, Westinghouse Electric Corp. ($9,033,435); R. E. Forbes, Chrysler Corp. ($8,956,261); J. Edward Dean, I. E. DuPont ($7,958,352).

Also, Edward Kletter, J. B. Williams Co. ($7,803,466); David W. Burke, General Electric ($7, 711,788); Albert Brown, Best Foods Div. of Corn Products Co. ($7,079,906); Robert L. Estridge, Ralston-Purina ($6,742,580); Theodore Bergmann, Revlon ($6,578940); Thomas B. McCabe Jr., Scott Paper Co. ($5,524,138); Max Banzhaf, Armstrong Cork Co. ($4,181,034); David A. Shepard, Standard Oil of New Jersey ($3,961,555); Henry M. Kennedy, Prudential Insurance Co. ($3,793,131); Ted Hunt, Alcoa ($3,651,676); C. M. Underhill and Charles W. Huse, U. S. Steel Corp. ($3,298,618); James W. Cook, AT&T; Peter G. Peterson, Bell & Howell; Robert E. Gorman, All-State Insurance.

First day witnesses will include Messrs. Kennedy, Shepard, Dean and Forbes.

WAVE-TV gives you
28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

NAB asks fm freeze

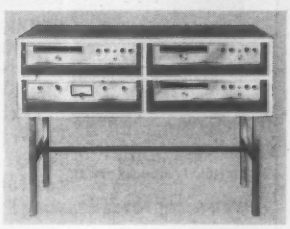
A freeze on fm construction permits that would conflict with proposed new FCC mileage separations was asked Sept. 22 by NAB. The petition to the commission endorsed the goal of orderly fm development but said the problem would be more serious if grants were made that conflict with the mileage separation principle. Previously CBS had filed somewhat similar freeze request (BROADCASTING, Sept. 11).

New RCA Cartridge Tape System with "TRIP CUE"

Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. ZD-22, Building 15-5, Camden, N. J.



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MINOW'S TV PLAN FOR MINORS

FCC head offers legal shield to networks as inducement

Newton N. Minow last Friday zoomed in on what he considers a particularly arid heath on the vast wasteland—children's programs.

Speaking at a Radio & Television Executives Society luncheon in New York, the FCC chairman said most children's programs are neither harmful or helpful to their audience—"they are dull, grey and insipid . . . like dishwater . . . just as tasteless . . . just as nourishing." He referred to such fare as "timewaster shows . . . They hold down, and babysit. Period."

As an alternative, Chairman Minow suggested the three tv networks alternate in presenting quality children's shows in a specified one-hour time slot daily. In this way no single network would suffer unduly from the competition of more "entertaining" children's programs which might draw a larger share of audience.

The plan is similar to the so-called "Doerfer Plan." In 1960, John C. Doerfer, then FCC chairman, recommended such a plan for informational programs and it was adopted by the tv networks. As with the Doerfer Plan, the Minow Plan makes allowance for any children's program local stations might want to produce. "Let that program be as lively, as entertaining, as educational, as whimsical as your creative talents may lead," he urged.

If the specter of antitrust regulations should arise in the network executive's mind, Mr. Minow explained, Attorney General Robert Kennedy has said he "will give prompt and sympathetic consideration to approving any plan you may devise involving a combined effort to improve children's programming."

Chairman Minow said he offered the suggestion not because it is necessarily the best but so "we may at least get off dead center in the area of constructive discussion. Feel free to ask your government to help you if you want it. We can lift a burden as well as an eyebrow."

'Discovery's' Sad Fate ▪ Choosing as a case history the ill-fated ABC children's educational show *Discovery* (BROADCASTING, Aug. 14), Mr. Minow recounted that 67 of 110 ABC-TV affiliates were able to clear the proposed program but advertisers felt there would not be enough viewers to make their advertising worthwhile. The chairman said that although this would have made the program available to a potential audience of more than 14 million children, the show was canceled "and it will not be seen by one child in the country." Carefully pointing out that he did not necessarily advocate that this particular program should have been carried—"That decision rests with you radio and television executives"—Mr. Minow urged that programs with the goals to which *Discovery* aspired should be worth advertisers' backing. "We cannot accept the premise that the chance to reach 14 million children is not enough to be worthwhile," he said.

Children should be given what they need to grow as well as what amuses them, the chairman said, pointing out that in a "random survey" he conducted he found children overwhelmingly preferred candy to spinach; movies to Sunday school and tv watching to attending school.

Grown-Ups, Too ▪ The FCC chairman made only a few references to general programming. He cited a copyrighted BROADCASTING survey of the program preferences of network, agency and production personnel who gave as their personal favorites some types of programs other than the preponderance of existing television fare. "Why not try your own taste for a change?" Mr. Minow asked.

Chairman Minow said he doesn't plan to rake over the "wasteland" again because "we've all had enough of repeats and summer reruns," but "I emphasize that I do not retract a single word." He repeated that he opposes censorship and cited criticisms of the Jack Paar incident in Berlin (BROADCASTING, Sept. 18) brought to the FCC's attention. This is an example of how the commission declines to censor individual programs, he said. "The FCC is not going to evaluate anyone's judgment in producing that program," he said.

The chairman also had a kind word for the improving quality of tv programming, particularly news and public information. Said he: "The mood for change is in the air and the evidence of change is slowly but surely coming *on* the air."

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS' "LIVING SHOULD BE FUN"

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

YOU GET FIRM COMMITMENT from national advertiser to buy time immediately on your station!

For complete information and audition tapes, write, wire or 'phone . . .

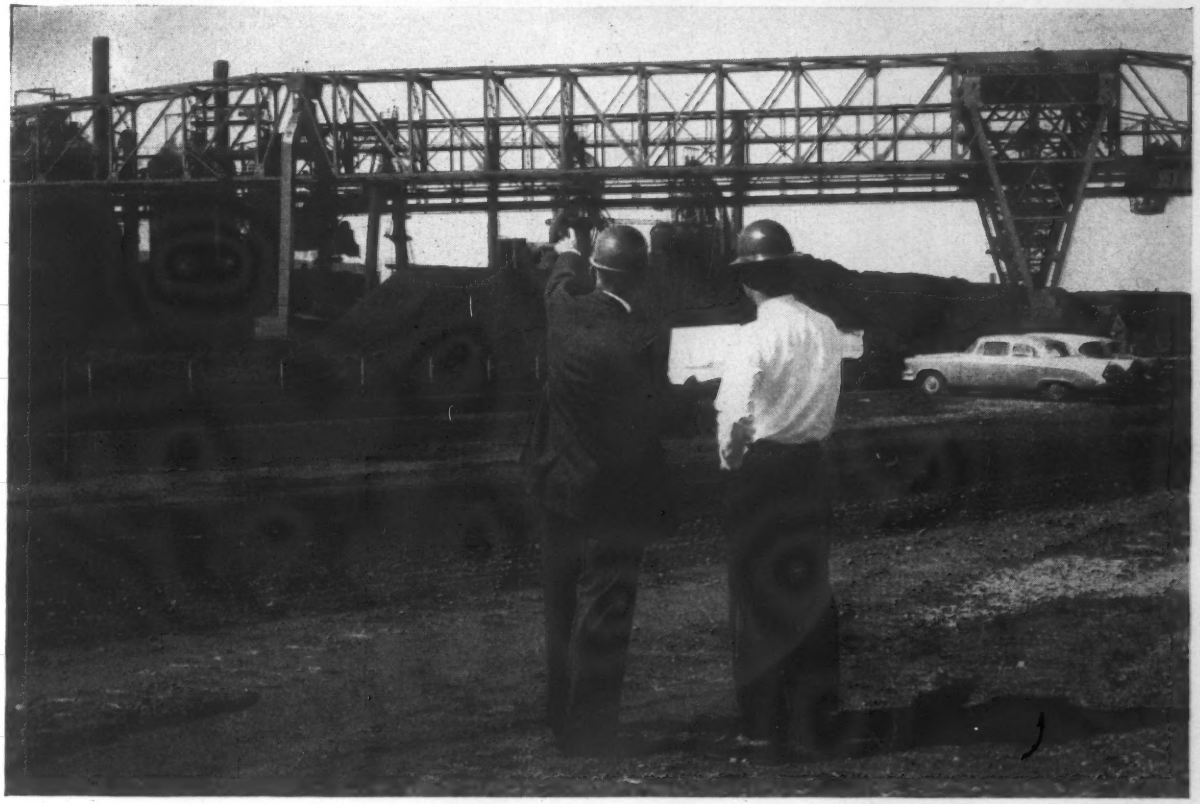
CF PRODUCTIONS, INC.
1 Park Ave., N.Y. 16
MU 5-8757

These Top Stations KNOW Carlton Fredericks SELLS

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WAIT Chicago, Ill.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
KJML Sacramento, Calif.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WDVH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WORL Boston, Mass.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WJOY Burlington, Vt
WFLA Tampa, Fla.
WGH-FM, Norfolk, Va.
WYCA, Hammond, Ind.
KUZN, Monroe, La.
WMFP Ft. Lauderdale, Fla.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KBMO Benson, Minn.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
WJWL Georgetown, Del.
WMOA Marietta, Ohio
WNAX Yankton, S. D.
KFAX San Francisco, Calif.
WHAY Hartford, Conn.

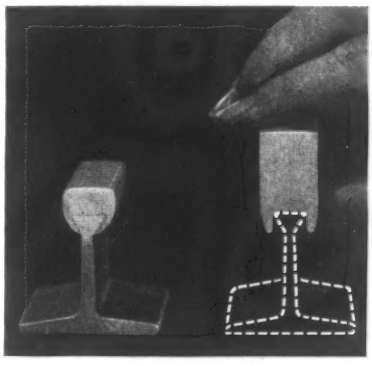
KWTX-TV says proposals will not create duopoly

The FCC's rules forbidding a licensee to have more than one station in a market (duopoly) would not be violated if KWTX-TV Waco, Tex., is permitted to increase power and antenna height and move its transmitter. This was KWTX-TV's assertion in asking the FCC to reconsider and grant without hearing its application. The FCC set the hearing to explore whether a duopoly situation existed among KWTX-



Another way copper from Anaconda is helping cut the cost of getting electricity to the job

It's not a simple job to get electricity to big heavy-current motors that travel on moving cranes, ore bridges, monorails. In heavy-duty use where high amperage is needed, steel rails weighing 60 to 80 pounds per yard have carried the power. Then came extruded aluminum rails that were lighter and easier to install. But aluminum would wear and pit from friction of the current collectors unless protected by grease. Furthermore, unprotected aluminum rails if not used for a while acquire an oxide coating that is an electrical insulator.



An ingenious solution that cuts costs all around involves a happy wedding of steel and copper. The compact little copper-headed steel conductor rails manufactured by the Ringsdorff Carbon Corp., shown at left, have current-carrying heads of extruded Anaconda copper. Because copper conducts electricity better than any other commercial metal, the rails take up very little space. The steel portion provides the strength needed and makes installation easy. The best part of it is that the graphite used in the sliding current collectors has an affinity for copper, lubricating and protecting as it goes. This cuts the cost of maintaining the system. Wear on the copper is negligible and carbon shoes need replacement only every one to three years.

This use of copper, industrial winner of the 1961 Annual Copper and Brass Achievement Awards, illustrates another way copper from Anaconda is helping industry do things better and at lower cost. Whether the problem is to get electric power from a substation to an ore-bridge motor – or from a power plant to the heart of a city – Anaconda, through its subsidiaries, Anaconda American Brass Co., and Anaconda Wire and Cable Co., is constantly working with industry to find new solutions . . . to help provide more value for less money.

61190

ANACONDA®

Subsidiaries of Anaconda Manufacture: Copper and aluminum electrical wires, cables and accessories; Aluminum ingot, sheet, plate, plain and laminated foil, rigid foil containers, restaurant and household foil wrap; Copper, Brass, and Bronze sheet, plate, strip, tube, pipe, rod, wire, forgings, extrusions; fabricated metal products; flexible metal hose and tubing.

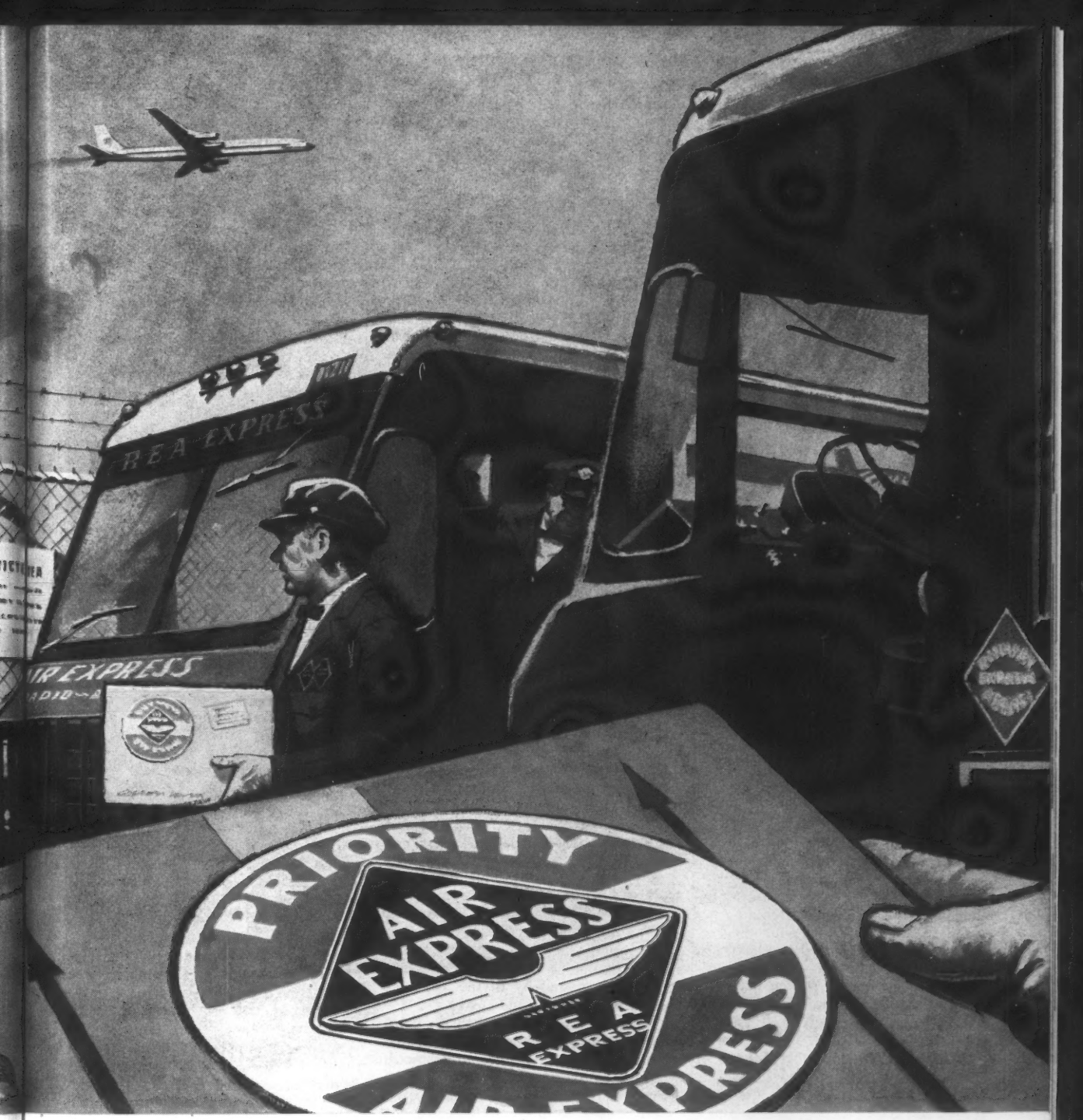
Air Express: Why is it anchor man in America's missile race?

Anchor man on a relay team is the fellow who clinches victory with a final burst of speed.

That literally describes the role of AIR EXPRESS on America's missile team.

Our future as a nation may rest on the success of this all-star team, and AIR EXPRESS is proud to be a member. But not really surprised.

In the air, shipments bearing the familiar red, white and blue AIR EXPRESS label are first on, first off, first there—via all 35 scheduled airlines.



On the ground, they're whisked door-to-door by a special fleet of 13,000 trucks, many radio-dispatched. And throughout the U. S. and Canada, each AIR EXPRESS shipment gets kid-glove handling. Armed guard protection — an AIR EXPRESS exclusive—is available, too.

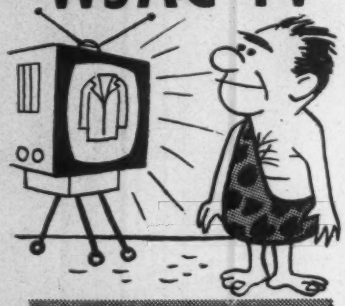
These unique advantages aren't restricted to missile programmers, either. Any business—large or small—can enjoy them in full and at amazingly low cost. Just one phone call to your local AIR EXPRESS office arranges everything, door-to-door.

Why not make that call today and discover why modern business men find that it pays in so many ways to think fast . . . think AIR EXPRESS first?

AIR EXPRESS

CALL **AIR EXPRESS** DIVISION OF **R E A EXPRESS** • **GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES**

What they see on WJAC-TV



THEY BUY!

If you want to "dress up" your sales figures in the Johnstown-Altoona market, you couldn't make a better buy than WJAC-TV! Both ARB and Nielsen show that more people watch WJAC-TV than any other station. And advertisers' sales figures show that these people who watch WJAC-TV also come forth and buy the products they see advertised. Make a change for the better for yourself in the Johnstown-Altoona market---showcase your products on the station purchasing people watch, WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

TV, KTBC-TV Austin and KBTX-TV Bryan; the increased power would cause some overlap in those stations' signals and The LBJ Co. has some interest in each station (BROADCASTING, Sept. 11, 18).

The LBJ Co. holds but 29.05% of KWTX-TV, which in turn owns 50% of KBTX-TV, the Waco station pointed out. It said there were no special arrangements whereby The LBJ Co. could exert control over KWTX-TV. That company has only three directors of 10 on the board of directors; those directors have no contact or association with any of the employes nor any duties and responsibilities in connection with KWTX-TV's day-to-day operation, KWTX-TV maintained. The LBJ Co. acquired interest in the Waco station in exchange for physical facilities of a uhf station which the company operated there and discontinued.

The three stations have separate staffs, sales representatives and network affiliations; no control or "privity" exists between KWTX-TV and the company headed by Vice President Johnson's wife, Ladybird, according to the petition.

Two low-band uhfs reserved for education

Two low-band uhf channels were reserved for educational tv and ch. 34 was assigned to Blythe, Calif., in rulemakings which have been finalized by the FCC. The agency also asked for comments in several other proposed channel reassignments.

Ch. 18 Austin, Tex., was reserved for etv with ch. 70 deleted and commercial ch. 67 added there. In addition, ch. 75 was substituted for ch. 53 in San Marcos, Tex. Athens, Ohio, gained ch. 20, shifted from Coshocton, Ohio, with an etv reservation.

The Blythe ch. 34 allocation is the first tv frequency assigned to that city and was requested by Blythe Telecasting Co.

The commission also asked for comments on the following rulemaking proposals: (1) delete ch. 12 from Brainerd, Minn., and reassign the vhf to Walker, Minn.; (2) delete etv ch. 73 Bay City, Mich., and reserve ch. 19 that city for educational use; (3) delete ch. 19 from Palm Springs and add it to Indio, both California, which would solve a present adjacent-channel mileage separation problem with ch. 18 San Bernardino, Calif., for which Norman H. Rogers holds a grant, and (4) reserve ch. 20 in Eugene, Ore., for etv.

At the same time, the Florida Educational Television Commission petitioned the FCC for rulemaking to allocate ch. 11 to Orlando and reserve it for etv. In reply to the difficulty of the 220-mile minimum mileage separation requirements raised by the operation of WINK-TV Fort Myers on ch. 11 only 132 miles from Orlando, the etv organization pointed out that WINK-TV operates with the comparitively low power of 95 kw and that the space between the two cities is mostly ocean and swamp.

Ch. 24 is presently assigned to Orlando for etv. The city is also served by two commercial channels, 6 and 9.

In another petition, William J. Calsam asked that ch. 15 be shifted from Rochester to Oneonta, both New York, with ch. 62 going from Oneonta to Rochester. Mr. Calsam said he would apply for ch. 15 if shifted to Oneonta.

Celler sports bill goes to White House

Congress turned on the speed last week to complete action on legislation that will permit professional sports leagues to negotiate package television contracts with the networks.

The House passed the bill (HR 9096) by voice vote on Monday, and two days later the Senate Judiciary Committee cleared it for the floor, jettisoning several sports bills of its own to save time.

Final action came about 8 p.m. Thursday, as the Senate, working late in hopes of completing its work in time to adjourn no later than early this week, shouted its approval of the bill and sent it on to the President for his signature.

The measure was requested by the National Football League after a federal district court in Philadelphia voided its two-year, $9.3-million contract with CBS-TV. The court said it violated a previous antitrust ruling (BROADCASTING, July 24).

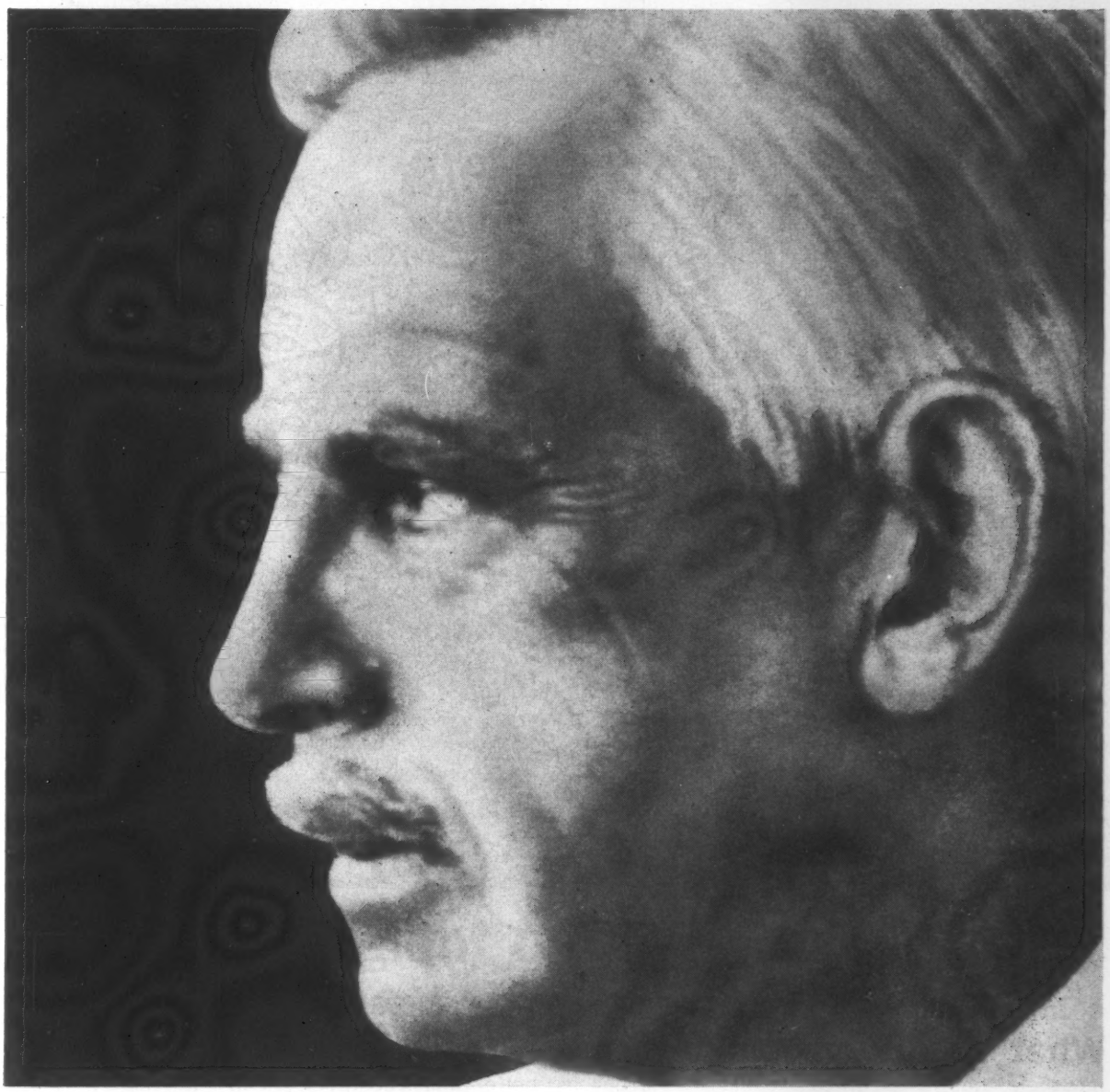
Under the bill, the NFL, and other professional football, baseball, basketball and hockey leagues would be free to sell their television rights as a package without fear of violating the antitrust laws.

Support From Rival ▪ The American Football League, which is starting its second season under a package television contract with ABC, has supported the bill. AFL Commissioner Joe Foss said the league wanted assurance that the Justice Dept. would not challenge its contract (BROADCASTING, Sept. 4).

Rep. Emanuel Celler (D-N.Y.), who introduced the bill, said it is necessary to assure weaker NFL teams of adequate television income. He said proponents of the bill fear that the networks will purchase tv rights only of the stronger teams.

Unless package agreements are per-

Government continued on page 79



he never wrote for ratings

(but his "Iceman Cometh" rated 11.0*.) On Thursday evening, September 14, 1961, an extensive home television viewing survey was compiled by ARB in the greater Los Angeles Metropolitan area. The "Play of the Week" that night was Eugene O'Neill's "The Iceman Cometh."

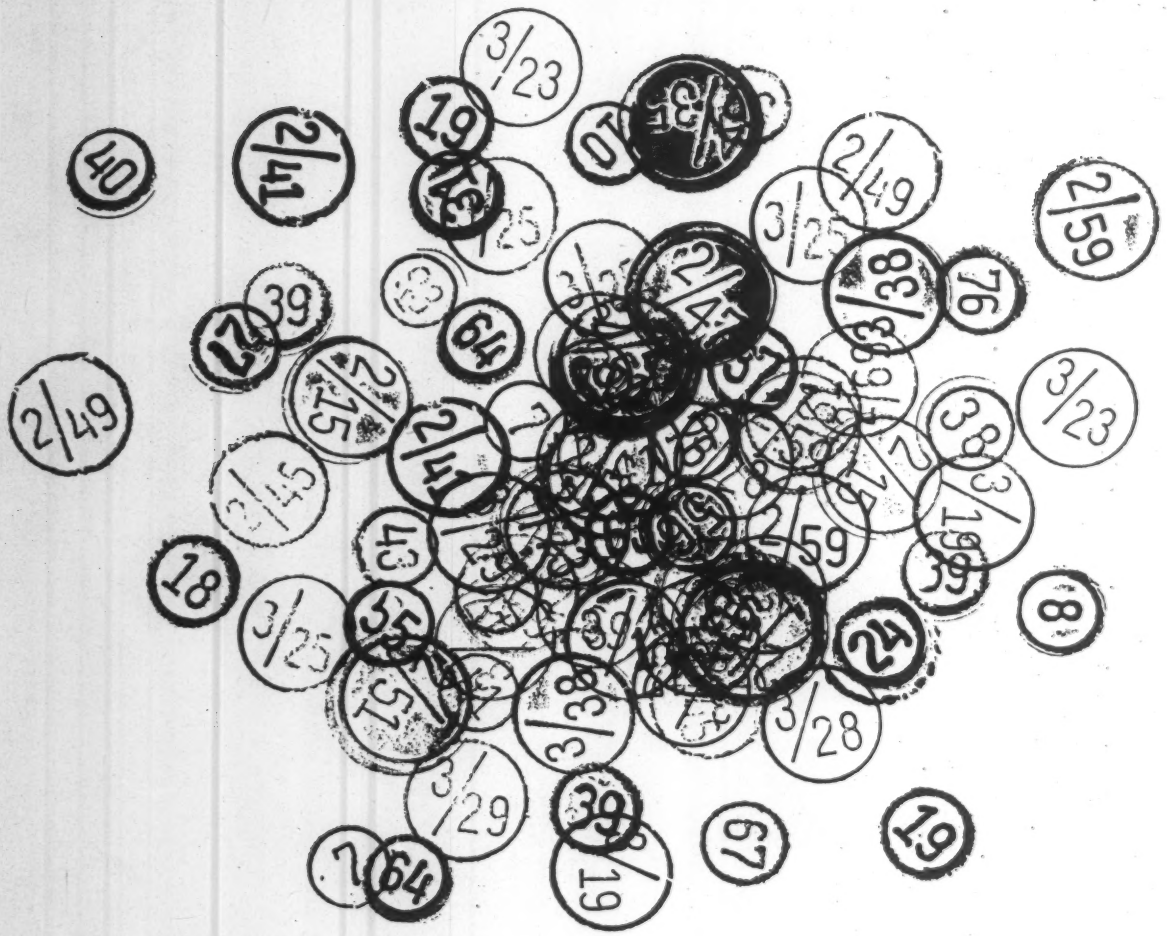
It ran against two leading Westerns, three top situation comedies, and television's highest rated gangster series, all long established viewing favorites. Yet, **IT TIED OR BEAT THE TWO LEADING NETWORKS IN EVERY HALF HOUR RATED.** It was the first choice of 241,615 television homes; the first choice of over 483,230 people, in America's second largest market. (Play of the Week gets the lion's share of audience in over 20 major cities coast to coast on week-end, daytime showing, and on late night scheduling.

*ARB. SPECIAL COINCIDENTAL.

There are two important factors to be considered about this rating. First, "Play of the Week" attracts 95% adult audience. And the greatest percentage of the audience is in the medium and upper income brackets. (In nationwide surveys, the majority viewing "Play of the Week" are in the $8000 and up bracket.) Second, the Los Angeles rating reflects the changing taste of the American television viewer. The average American is becoming the above average American. He's becoming aware of the extraordinary, the provocative, the "unequalled in television's 13 years," "the milestones in the television era." The maturing American wants more. More like the second year of outstanding "Play of the Week" shows. More like the challenging and informative "Open End." NTA has more, and more. Does your dollar rate with the maturing American?

NTA / PLAY OF THE WEEK

8530 WILSHIRE BOULEVARD, BEVERLY HILLS

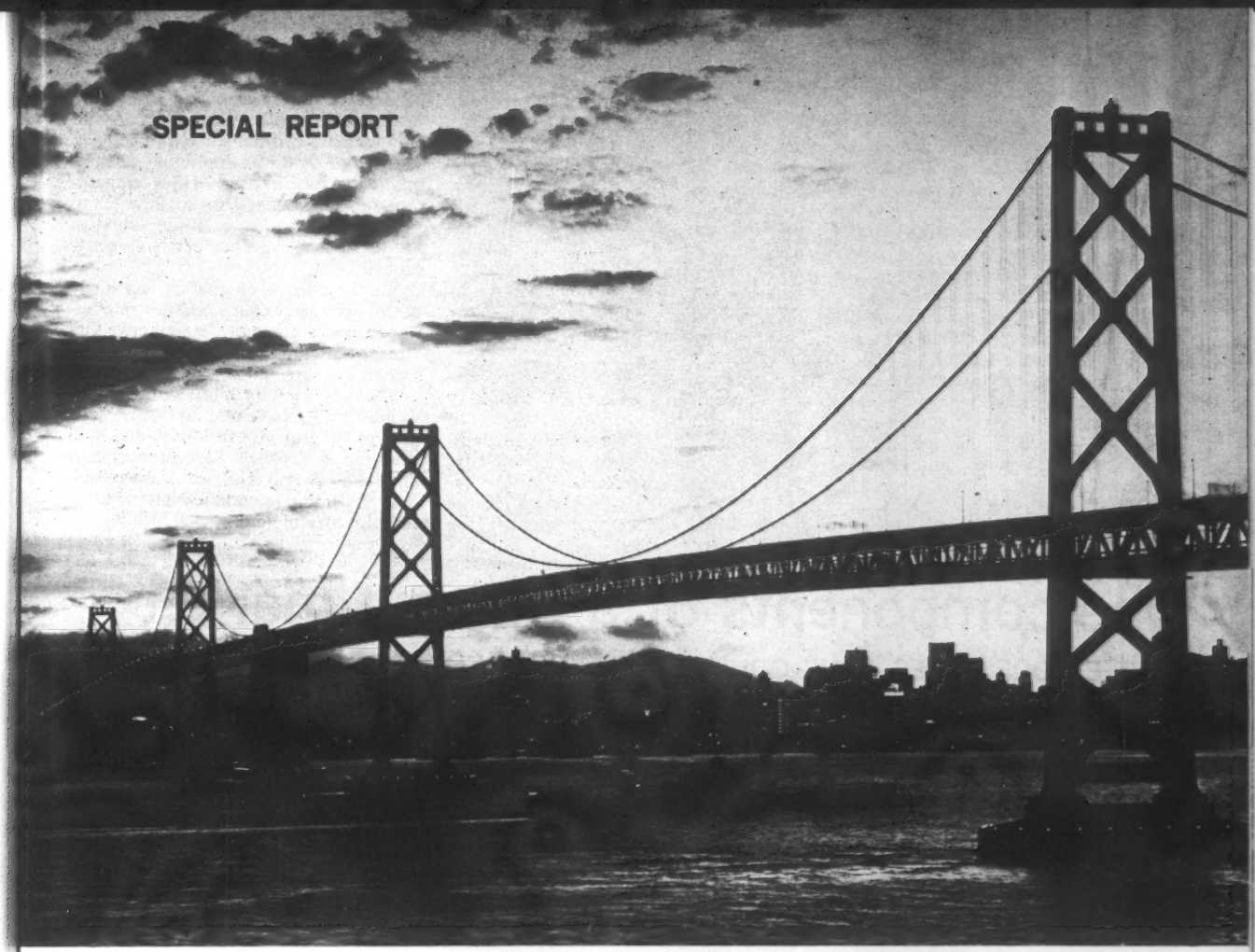


What would you charge for a new metal that's three times stronger than carbon steel? United States Steel developed just such a metal, "T-1" Steel, and though it's three times stronger, it costs only about 2½ times more. So, designers can frequently use one ton of "T-1" to do the work of three tons of carbon steel—*at less cost.* For example, on California's new Carquinez Strait Bridge, "T-1" saved $800,000 in the total cost of steel.

Is United States Steel reducing its own potential income with this new steel that performs better at less cost? No, because the money saved by "T-1" in one application will be invested elsewhere—in another new bridge, in more machinery, in more farm equipment—continuing the growth of America's economy. This is why United States Steel believes that the *value* of a material is determined by its performance . . . and why the development of stronger, better performing steels is essential to the growth of a stronger America. *America grows with steel.*

USS and "T-1" are registered trademarks

USS **United States Steel**



The growing giant on San Francisco Bay

A FANTASTIC PAST IS JUST PROLOGUE TO THE BAY AREA'S FUTURE

The sixth largest market, famed for the catastrophic tremor after the turn of the century, is now in the early stages of what is shaping up as a twin explosion — population and economic.

San Francisco is going through a series of basic business changes that are moving it high onto the nation's statistical pinnacle. It is as different and about as unstatic as an area can be. Yet somehow the Bay Area economic complex continues to suffer from the inspired adjectives of those whose perspective is influenced by the blend of natural and man-made charms.

To be blunt about it, San Francisco is a nine-county area whose three separate cores—the city itself, Oakland to the East and San Jose to the South —comprise one of the fastest growing markets anywhere.

Of course the fog rolls, as 2½ million tourists observe every year. And there's a salty tang in the air, and clangy little cable cars clatter up and down the towering hills.

There's no use trying to argue when a resident says, "Here's where I want to stay forever." After all, he's in love with the 12 months of May that start New Year's Day and keep on right through the year.

The lyrical claims of the talented journalist in love with the Golden Gate bridge, the tall trees across the bay, the abounding dineries and the sporty topography properly portray San Francisco as one of the thoroughly charming places among the world's cities.

San Francisco is justly famed for its Chinatown and its fine shopping. Its residents dress with more formality than Southern Californians—hats and gloves are the thing at luncheon as well as for evening affairs; most of the men wear hats on the street. Its sports fans die a dozen deaths when the Giants or '49ers lose a baseball or football game, an enthusiasm that's duplicated in Oakland as that city rises in the national sports scene. There's even smog, a merger of atmospherics, factory belchings and automotive fumes first cultivated by Los Angeles.

But San Francisco, properly conceived for commercial purposes, must be considered in terms of its eight corporations, each with billion-dollar-plus assets (Bank of America heads the list, with $11.45 billion). Its commerce provides the top means of employment.

Retailing alone is heading toward the $6 billion mark in 1961. Foreign and domestic commerce is blessed with five fine harbors. Population is expanding at a fantastic rate—35.7% in the 1950-60 period. The future holds another bright prospect—enormous growth in the importance of Asia to the world market. San Francisco faces Asia just as New York faces Europe.

By 1990 the population will double

to 7.2 million, government forecasts indicate. By 2020 the population will reach 14.4 million, bringing the Bay Area right behind Los Angeles which by then expects to be the nation's largest market.

Judging by trends of recent years, there may be around the year 2000 a solid coastal strip of homes, industry and shopping centers between Los Angeles and San Francisco.

Any look at the more interesting dollar aspects of the Bay Area inevitably turns toward the impact of its weather and associated geographic phenomena. It's never necessary to close down a plant or office at 3 p.m. because it's too hot to work. Nor are there early closings designed to get people home before the snow messes up traffic.

As the Bay Area populace (continually augmented by streams of new arrivals from points north, east and south) heads for the outlying hills the weather problem becomes somewhat more complex. "We live continually with the hills, the sea and the sky and they're a great influence and inspiration," one contemplative businessman observed.

They're also a headache for professional weather people. The East Bay shoreside cities and those on the peninsula to the south have similar temperatures but with a 6 to 8-degree wider daily range. Communities farther inland, behind hills which keep off the ocean winds, escape the summer fog and have daytime temperatures up to 25 degrees higher than San Francisco.

Adroit weather forecasters get around the dilemma with flexible predictions. Last Aug. 29, for example, the weather prediction read in part: "High temperature for Tuesday, 68 to 80; low 52 to 57," leaving it up to each individual to fit the forecast to his personal geography.

San Francisco, of course, has justly famed cultural characteristics including an opera company, symphony, theatres, museums and institutions of higher learning.

The city and its hills, and the surrounding hills, have natural charm. The market is growing furiously and will keep up the pace. San Francisco is different, diverse and sometimes devious. Its intimate commercial traits deserve a careful look.

The components of a thriving market

THREE CORE CITIES, NINE COUNTIES MAKE UP THE BAY DISTRICT

San Francisco Bay, one of the world's finest landlocked harbors, is 40 miles long, varies in width from 3 to 12 miles and has a total area of 540 square miles. The bay is surrounded by nine counties: San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara and San Mateo, to list them in clockwise order. But whether these nine counties should be considered as a single market, or as two or three or more markets, or as forming the major part of an even larger market, such as that covered by Bay Area radio and tv stations, is a matter not of fact but of highly disputed opinion.

"Here, in these nine counties, over half the population of the northern section of the state lives, grouped about the core cities and forming, in effect, a single city economically and geographically," says the San Francisco Bay Area Council. But the Census Bureau, in its tabulations, defines the San Francisco-Oakland Standard Metropolitan Statistical Area as one six-county market, the San Jose SMSA (Santa Clara County) as another and leaves Sonoma and Napa counties out of the major market picture altogether.

Oakland's Chamber of Commerce believes that the six-county market is in reality two markets, three West Bay counties with San Francisco the core and three East Bay centered on Oakland.

San Jose spokesmen disagree on whether this city is a vital part of the Bay Area complex or an individual entity, to be thought of as apart and distinct from San Francisco and Oakland.

In the Early Days ▪ Mel Scott, in his definitive volume, *The San Francisco Bay Area,* notes that not long after the founding of San Francisco in 1776, the ranch owners of the East Bay protested "against being obliged to participate in decisions affecting the new trading town . . . Bridges, telephone and telegraph cables, radio and television today have overcome the physical barrier, yet sectional feeling persists."

BROADCASTING Senior Editor Bruce Robertson, for the larger part of this market study, chose to consider the nine Bay-bordering counties as a composite market. In the following paragraphs, however, each of the three core cities and its immediate area of greatest influence is given brief individual treatment.

A Chinatown of prosperity and magnetism for tourists that not even Paladin could have envisioned has helped San Francisco to develop into the truly unique metropolis of the west (see tourism story, page 76).

What makes San Francisco so prosperous

IT'S A STATISTICAL STORY WRITTEN BY BIG BUSINESS

Surrounded on three sides by water, San Francisco stands like a square nail of a stubby thumb at the head of the San Francisco-San Mateo Peninsula, which stretches down 30 miles southward before joining the mainland a few miles north of San Jose.

Built on many more hills than Rome's seven, the city is nonetheless laid out on the traditional grid pattern of rectangular blocks, with streets crossing each other at right angles even though they sometimes have to go straight up the mountainside to do it. (The brake lining business in San Francisco is brisk.) A major exception is Market Street, which slices diagonally across the

Whether it's a trip to Fisherman's Wharf for the local cliff dwellers or a sightseeing junket up San Francisco's steep hills, the cable car has become one of the internationally-known trademarks of the Bay Area. It clangs up Powell Street over Nob Hill to the wharf, skirting Chinatown and the Latin Quarter enroute.

downtown business district, dividing it into a northern district of new buildings, fine offices and smart shops, and a southern section that is somewhat run-down at best and at worst degenerates into skid row.

Small Area ▪ Smallest of California's counties (city and county boundaries coincide), San Francisco's 45 square miles provide residences for 740,316 individuals (at the time of the 1960 census), with the state's densest population of 26 persons per acre. San Francisco also has the lowest number of persons per household in the state, 2.44.

Headquarters of some of the country's largest banks, utilities, merchandising and transportation companies, San Francisco at the end of last year was home office site for 84 corporations with assets of more than $10 million, including eight with assets exceeding $1 billion: Bank of America ($11.451 billion), Federal Reserve Bank of San Francisco ($6.191 billion), Pacific Telephone ($3.051 billion), Standard Oil Co. of California ($2.782 billion), Wells Fargo Bank American Trust Co. ($2.700 billion), Pacific Gas & Electric Co. ($2.478 billion), Southern Pacific ($2.241 billion), Crocker-Anglo National Bank $1.862 billion).

Large companies employ high salaried executives at their home offices and the city's wages and salaries in 1959 amounted to $1.835 billion, a rise of 41.9% over the 1950 payroll of $1.294 billion. Personal income for the city rose by 45.5% in the same period, from $2.011 billion in 1950 to $2.923 billion in 1959. Many of the high salaried executives live in suburban areas outside the city, of course.

In July 1960, wholesale and retail trade was the leading source of employment in the city, with 116,500 employes, nearly a quarter of the total of 473,500 civilian employes for that month. Service trades ranked second, with 92,200 employes; manufacturing and government (federal, state and local) were tied for third place, with 69,700 employes each, followed by transportation, communication and utilities (53,400); finance, insurance and real estate (49,700), and contract construction (21,000). The California Dept. of Employment, source of that analysis, adds the comment: "Most industries in San Francisco are highly unionized."

For the first half of 1961, building permits totaled $54,741,340, about 15% off from last year's record pace, although the aggregate value of known major construction projects under way in June was $139,921,000. These include the block-square, 20-story $32.7 million federal office building, one of the largest in the West, the $5.8 million International Building, the $5.1 million Alice Griffith Garden Homes public housing project, a number of $4 million-plus apartment buildings and the $4 million Lowell High School, to cut the list off at that figure. Work on the new Hilton Hotel, a $15 million structure which will offer motel drive-to-your-own-door service for its first 10 floors, with conventional hotel accommodations above that level, has been delayed several times and its starting date is still not definite.

The importance of Oakland to the area

IT SPARKS THE PROSPERITY OF THE 3 WEST COUNTIES

The six-county San Francisco-Oakland market set up by the Census Bureau should really be two metropolitan areas, three West Bay counties (Marin, San Francisco and San Mateo) making up the San Francisco market and three East Bay counties (Alameda, Contra Costa and Solano) with Oakland as their central city, the Oakland Chamber of Commerce asserts. The Oakland metropolitan area, the Chamber points out, has more population (and more growth in the 1950's), more industrial development, more employment in manufacturing, more freight carloads, more construction of buildings and highways than the West Bay counties.

Personal income for the Greater Oakland market totaled $3.65 billion in 1959, of which $2.45 billion came as wages and salaries. The 1959 income represented a rise of 76% from the 1950 figure, while wages and salaries rose 73%. Taxable retail sales for the three East Bay counties totaled $2 billion in 1960.

Federal Dollars ▪ The Naval Air Station at Alameda, the Navy shipyard at Mare Island, Travis Air Force Base and Benecia Arsenal make the government an important employer in the East Bay. In July 1960, the California Dept. of Employment estimated that out of a total of 495,000 employed persons in the three counties, 99,200 (20%) were working for some branch of government, only slightly less than the 110,700 employed in manufacturing or the 104,100 in the wholesale and retail trades.

Oakland itself is eight miles east of San Francisco across the Bay Bridge. With 19 miles of deepwater port facilities and the western terminals of three cross-country railroads and five interstate trucking systems, not to mention more than 100 flights a day out of the Oakland International Airport, Oakland is an important shipping point, as well as a major manufacturing and trading center.

As real estate man Robert A. Futter-

man comments in his thoughtful book, *The Future of Our Cities,* "It is broadly true to say that San Francisco became the commercial, cultural and upper-income residential center, while Oakland grew up into an industrial, blue-collar, lower-middle-class appendage. But Oakland has its own downtown, containing corporate headquarters (most notably the spanking new Kaiser Center, on the north edge of Oakland's core, the largest industrial headquarters west of the Mississippi), and in its own hills and those of adjoining Berkeley, by the U. of California. Oakland has residential districts as wealthy as any in America."

Typical of the growing Oakland skyline is the new Kaiser Center.

THE BOOM IN SAN JOSE

Its population more than doubled in the last decade —and an even more fantastic growth rate is forecast

A sign hanging in the lobby of KNTV (TV) San Jose informs visitors that ". . . we may seem slightly crowded and terribly busy. We're just suffering with growing pains like the rest of this fantastic area, which is destined to be the largest market in California in just 15 years . . . the largest population center in the United States by the turn of the century."

There may be a slight touch of civic-pride-engendered exaggeration there, but not very much. Between 1950 and 1960 the population of the city more than doubled, to 204,196; so did that of Santa Clara County (San Jose's metropolitan area), to 642,315, with immigration accounting for 90% of the increase. State statisticians add 26,000 to the city total, 43,000 to that of the market. And the Dept. of Commerce estimates that by the year 2020 Santa Clara will have the most population of any Bay Area county—2,931,000.

Boom in Construction ▪ Building permits in the county totaled 20,272, valued at $273,996,546, more than half for one-family dwellings (11,076 worth $142.5 million). Just under 40% of the 1960 construction ($106.7 million) took place in San Jose, five times the 1950 total ($20.5 million) and more than 30 times the 1940 construction figure ($3.1 million).

Santa Clara is the top agricultural county of the Bay Area, accounting for $91.3 million income last year, with prunes, strawberries, apricots, cherries, pears, walnuts, tomatoes and green beans the major crops. Agricultural income has been dropping steadily since the 1955 peak of $100.9 million, as housing and industry take over farm acreage. The 21,700 persons employed in agriculture in Sept. 1960 (according to the California Dept. of Employment) were only half the number employed in either trade (43,600) or service (43,400) and fewer even than the 27,300 government employes. Manufacturing employs most people (83,600 in September 1960), many of them canning, freezing, or drying the locally grown fruits and vegetables, but with a steadily increasing number working in durable-goods manufacturing, notably electronics, missiles and machinery, which are changing the seasonal employment pattern to one of year-round stability. The average industrial wage is estimated at $5,800 a year.

Offering decentralization, with industrial areas near residential districts so that the average worker's home is less than 15 minutes from his job, the San Jose metropolitan area has attracted more than 350 new concerns in the past 15 years. In 1960 alone, 42 new plants, representing an investment of $6.8 million and employing 1,847 persons, moved into Greater San Jose, and 38 plant expansions added another $29.9 million to the manufacturing facilities total.

Other Gains ▪ The San Jose metropolitan area, 39th nationally in terms of population, had retail sales of $732.5 million in 1958, a rise of 57.6% over the 1954 total of $464.7 million, according to the business censuses of those years, and for 1960 the total is estimated at $917.1 million, up nearly 20% over 1958. Automobile registration was 277,960 for last year, when the City of San Jose collected $157,775 from parking meters, exclusive of what was paid at the municipal parking lots. In addition to local expenditures, delegates to 85 conventions brought $2.4 million in new money into San Jose.

TO THE NORTH

Agriculture, more industry forge prosperous link

North of San Francisco over the Golden Gate Bridge lies Marin County, a suburban community, more than half of whose workers are employed outside the county, chiefly in San Francisco. Trade, services and government account for most of the employment within the county. Circling northeast over the top of the Bay are the agricultural counties of Sonoma and Napa, the latter world-renowned for its dry wines. Senior citizens, retired on comfortable incomes, are numerous in both counties, and Napa's Lake Berryessa is the core of a new recreational area.

San Mateo County, stretching south along the Peninsula between San Francisco and Santa Clara, starts with the industrial community of South San Francisco, also center of an expanding residential area. Farther south, past the estates of Burlingame and Hillsborough, comes a chain of suburban communities, like Redwood City, Menlo Park and Palo Alto, home of Stanford U. Here, commuters and retired persons are being joined by an expanding number of scientists and skilled technicians, employed in electronics research and manufacturing which is fast becoming the area's major local industry.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV HAS MOST
¼ HOUR WINS
IN PRIME-TIME
ARB, July 1961

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

Bay area sales, population match gains

NEXT FIVE YEARS EXPECTED TO SHOW GROWTH OF ADDITIONAL 14%

Bay Area income more than kept pace with area population during the 1950's and in 1958 totaled $9,172 million for the nine counties, the Bank of America reports. Per-capita income for the area averaged $2,627, just about the same as Los Angeles and well above the national average.

Retail sales in 1960 totaled $5,699 million for the nine-county Bay Area, $4,530 million for the six-county San Francisco-Oakland metropolitan area, making it the nation's sixth largest market either way. Per capita, this amounts to an average of $1,566 for the nine-county region, $1,627 for the six-county area.

Those figures, issued by the California State Board of Equalization, are based on taxable retail sales and do not include sales of food purchased for consumption outside the store, which are not taxed by the state.

More Food Sold ▪ Food sales for the nine-county area in 1960 were estimated at $1,181 million, a gain of 41% over 1950, in a Stanford Research Institute study, which compares them with food sales of $1,197 million for Detroit, $1,003 million for Boston, $756 million for Pittsburgh and $623 million for St. Louis. The same study, as summarized by J. Walter Thompson, shows 1960 sales of Bay Area eating and drinking places as totaling $472 million, ahead of Detroit's $372 million, Boston's $359 million, Pittsburgh's $212 million and St. Louis' $197 million. The Bay Area restaurant and bar business, according to SRI, increased 24% between 1955 and 1960, a faster rate of growth than that of any of the other four cities.

Dominantly Urban ▪ The essentially urban character of the area, with 79% of the population in incorporated cities, is reflected in the retail sales figures. In the nine counties of the Bay Area, only 8.1% of last year's retail sales were made outside of city limits and the figure drops to 6.5% for the six-county San Francisco-Oakland district.

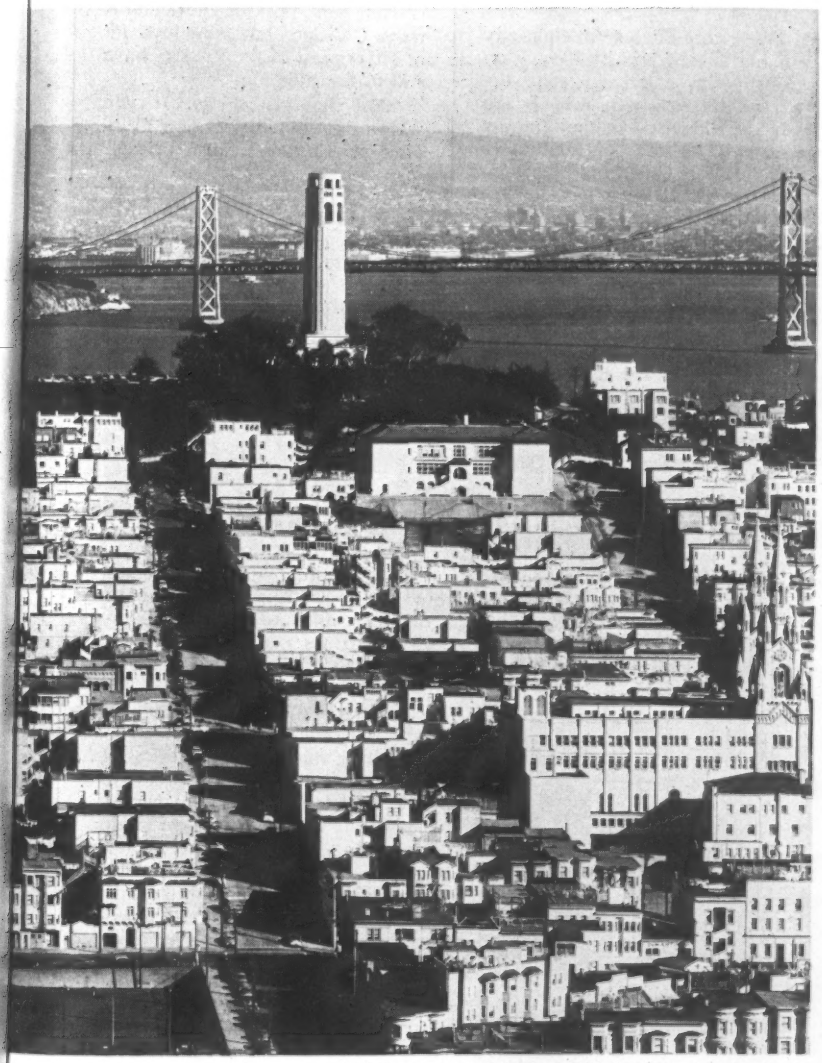
Safeway dominates the chain food store field in the San Francisco-Oakland market area, with 114 stores out of a total of 336 in the six counties, nearly three times as many as Louis Stores, which rank second with 44. This makes shelf space in the Safeway stores essential to the food product seeking to break into this market and failure to secure it in adequate proportions has on occasion caused the cancellation of advertising campaigns which could not succeed without the proper distribution of the product. In San Francisco itself, Safeway has 31 of the 45 chain food stores in the city, but this is not actually as important as it sounds for the pattern of retail stores stretched along the city's streetcar and bus routes instead of bunched into shopping centers has allowed scores of small "mom and pop" groceries to remain in business long after the chains have driven them out of most markets.

Growth Will Continue ▪ A projection made by the market research department of a food store organization anticipates a 14% increase in population in the Bay Area in the next five years, with a concurrent rise of 22% in food store sales. The growth is looked for chiefly in suburban areas, on the basis that the

The $75 million San Francisco airport is the jet aviation center of Northern California's 48 counties and aerial gateway to the U. S. from the Pacific. Started in 1927 as Mills Field, the present site was completed in 1954.

TOP SPOT

...that's the position of San Francisco's KTVU among the Nation's independent television stations. Three out of eight recent ARB surveys show KTVU in the top spot among major market independent television stations in share of nighttime audience.* This leadership has been accomplished in just a little over three years on the air. Call H-R Television for the complete story of KTVU and for top spot availabilities.



Coit Tower, atop Telegraph Hill, San Francisco landmark

The Nation's LEADING Independent TV Station

KTVU
CHANNEL **2**

SAN FRANCISCO • OAKLAND

*6 PM—Midnight, Sept. '60, March '61 and May '61 ARB

Photo: Courtesy of Moulin Studios

population trend of recent years away from central cities to the suburbs will continue until 1966, at least.

A survey of shopping centers, made by the *San Francisco Examiner* in 1959, showed a total of 154 centers operating in the nine-county Bay Area, with four more under construction and 61 proposed. The total of those in operation included 10 regional, 15 community and 128 neighborhood centers. Santa Clara County had the most, 40 centers, with four in San Francisco and three each in Napa and Solano counties at the foot of the list. The business done by the various centers ranged from an annual volume of $250,000 at the low end of the scale to $60 million a year at the top.

Sixth All Around ▪ A comparison of retail sales in the San Francisco-Oakland metropolitan area with that of other major markets, available in the Dept. of Commerce 1958 census of business, presents a statistically static picture. The San Francisco-Oakland complex stands sixth in population, sixth in overall retail sales, sixth in general merchandise, sixth in food, sixth in automotive, sixth in furniture, sixth in liquor. It rises to fifth place in restaurant business, drops to seventh in lumber, apparel and drugs. Somewhat surprisingly, in view of its water-bounded location, it ranks eighth in retail fish sales. On the plus side, the San Francisco-Oakland market stands fourth in the retail sales of books (ahead of Boston as well as Philadelphia and Detroit), fourth in jewelry sales, and in the gift-novelty-souvenir category and in pet shop business.

The market ranks fifth in hotel business (following New York, Chicago, Los Angeles and Miami) and third in motel business (topped only by Miami and Los Angeles).

Auto-Ownership High ▪ An eight-city survey made last March by Television Advertising Representatives, using the same census metropolitan area bases, compares San Francisco-Oakland family purchases with those of Baltimore Boston, Charlotte, Cleveland, Jacksonville, Pittsburgh and Washington, D.C. Among this group, San Francisco-Oakland ranks second in auto ownership: 86.0% of its families own autos, ranked only by Jacksonville with an 88.9% auto-ownership score. More San Francisco-Oakland families (74.3%) eat hot cereal and more (94.0%) use headache remedies than any other market of the eight, but only in Boston are there fewer who use margarine than the 65.4% of Bay Area families.

The TAR study also reveals that 63.8% of the men and 50.7% of the women in the Bay Area market smoke cigarettes; that the men are divided 50/50 between filter and non-filter brands and the women 73/27, with filters on the long end. Smokers of both sexes prefer Salem among the filter brands, Pall Mall among the non-filter cigarettes.

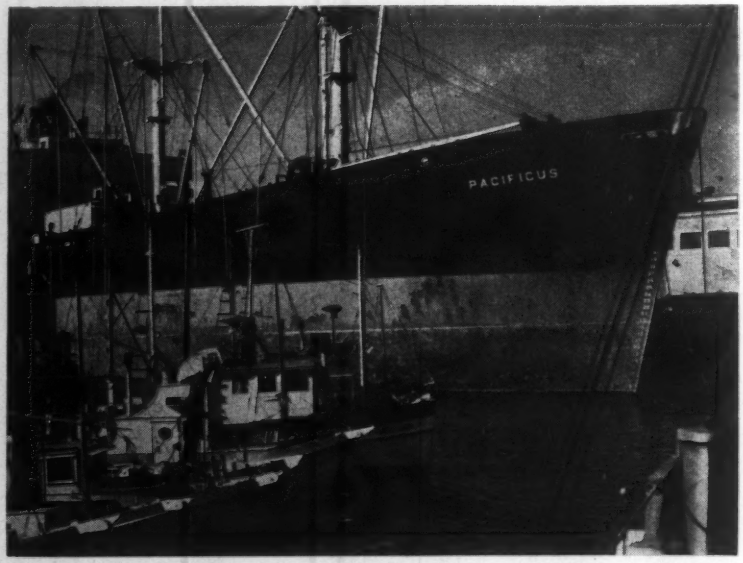
Two pet peeves

Bay Area media people wish they could institute a course in geography for advertisers and agencies in other parts of the land. "You wouldn't believe how many people think they can buy Los Angeles media and cover all of California," one station executive stated. "San Francisco is farther from Los Angeles than Pittsburgh is from New York or Cleveland is from Chicago, but a helluva lot of buyers east of the Rockies have still to find this out.

"And another thing. If you want to get along with San Francisco people, don't call it Frisco."

Over 120 steamship lines make the Bay a 'port of call'

One of the world's greatest natural harbors, San Francisco Bay has five major ports — Alameda, Oakland, Redwood City, Richmond and San Francisco. Over 120 steamship lines make the Bay a regular port of call, with some 10,000 arrivals and departures each year. In 1959, the volume of Bay Area imports and exports combined exceeded $1 billion for the first time. Coffee, automobiles, crude petroleum and copra (dried coconut) are the leading imports; industrial machinery, unmanufactured cotton and fruit, dried and canned, the major exports.

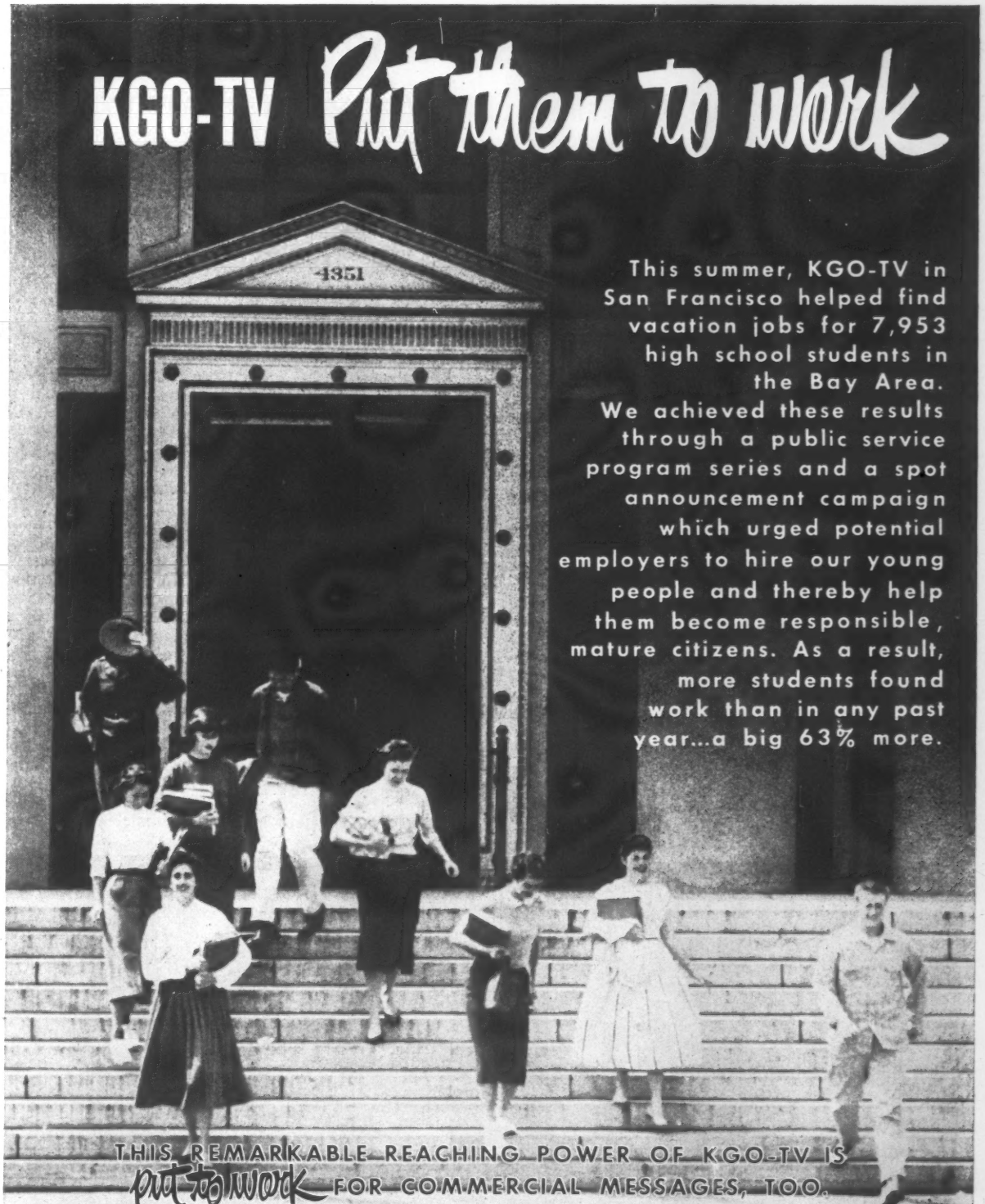


Ships of all sizes and descriptions jam the five ports

The San Francisco port leads in volume of general cargo, but Richmond, handling large quantities of petroleum, is tops in tonnage. An active barge traffic on the Bay carries at least half as much tonnage as do the ocean-going vessels. Three transcontinental railroads and more than 700 national and regional trucking companies move cargo in and out of the Port of San Francisco's 42 deepwater piers to all sections of the country and the port's own State Belt Railroad sends an average of 625 cars a day over its 60 miles of track.

In 1960, better than 5.5 millions of tons of cargo passed through the Port of San Francisco, 3.5 million tons inbound and 2 million tons outbound. Inbound cargo included 1.3 million tons from abroad and 1.8 million tons went out to foreign ports. For the first half of 1961, revenue tonnage was off 8.8% from the like period of last year, dropping 2.6% in imports, 4.4% in exports.

KGO-TV *Put them to work*



This summer, KGO-TV in San Francisco helped find vacation jobs for 7,953 high school students in the Bay Area. We achieved these results through a public service program series and a spot announcement campaign which urged potential employers to hire our young people and thereby help them become responsible, mature citizens. As a result, more students found work than in any past year...a big 63% more.

THIS REMARKABLE REACHING POWER OF KGO-TV IS *put to work* FOR COMMERCIAL MESSAGES, TOO.

Contact your nearest ABC-TV National Station Sales representative, or call UNderhill 3-0077 in San Francisco.

KGO-TV 7 owned and operated by American Broadcasting—Paramount Theatres, Inc. abc

Local, regional advertising dominant

SHIPPING COSTS GIVE AREA FIRMS BIG ADVANTAGE OVER EASTERNERS

The San Francisco Bay Area has often been called paradoxical and nowhere is it more so than in its advertising pattern.

Like the rest of the Pacific Coast, it must pay the "west of the Rockies" freight premium and higher prices apply to products shipped in from the eastern part of the country. Accordingly, local or regional products dominate the area scene, the area markets and the area advertising.

Of some 25 companies with annual advertising expenditures of more than $1 million, only a handful—like Dole, Del Monte, Kaiser, Safeway, Gallo—have brand names known across the nation. Most are distributed only in the West and many only in the Bay Area.

Local and Regional ▪ Accordingly most of the advertising placed by Bay Area agencies is local and regional in character. And it's likely to remain so, according to Taylor Rhodes, research and media vice president of Foote, Cone & Belding, San Francisco. "For every new national account we gain through a move of company headquarters to California, we lose one through the merger of a West Coast company with an eastern firm that moves its headquarters—and its advertising—back East."

The 1958 Census of Business lists 342 advertising establishments in the San Francisco-Oakland complex and 28 in the San Jose metropolitan area, with combined business of $11.8 million, which puts the area in sixth place nationally, less than $2 million behind fifth-place Philadelphia ($119 million). That these establishments are chiefly advertising agencies and their business chiefly billings is substantiated by the latest San Francisco telephone directory, whose Yellow Pages list 226 agencies in that city alone.

With the sixth largest population in the country and also in sixth place in retail sales, the San Francisco-Oakland metropolitan area should logically stand sixth in volume of advertising. But does it? Take a look at the television revenue figures for 1960 released earlier this month by the FCC (BROADCASTING, Sept. 4). Overall revenue of the four tv stations for the year was $17,161,000, putting the market into seventh place, behind Philadelphia, Boston and Detroit (each with only three tv stations), as well as Chicago with four and New York and Los Angeles with seven stations apiece.

Network Revenue ▪ In network tv, San Francisco-Oakland moves up into sixth position, its network revenue of $3,499,000 beating out Cleveland (with three stations) for the rank by a scant $55,000. But when it comes to national spot, the picture reverses itself and San-Francisco-Oakland drops to a dismal ninth place, its billings of $9,791,000 topped by eight markets, including Pittsburgh (another three-station market) and Cleveland, whose spot business was above the $10 million mark.

Only in local tv business does San Francisco-Oakland shine. Its local tv revenue in 1960 amounted to $5,477,000 to put the market into fifth place, ahead of Pittsburgh, Cleveland, Detroit and Philadelphia and only $22,000 behind fourth-ranking Boston.

The FCC has not yet released its 1960 market-by-market radio figures, but the 1959 data show the San Francisco-Oakland market, with 18 am stations, in seventh place in overall radio billings for that year with a total of $8,894,576. When the San Francisco-Oakland and San Jose metropolitan areas are combined, however, the 24-station billings for 1959 add up to $10,129,312, ranking sixth in the national picture. The joint market also stands sixth in national spot for that year, with billings of $5,016,667 and moves up to fifth position in network business ($164,324). It also stands fifth in local business, with billings of $5,863,809. Similar calculations cannot be made for tv as San Jose has only one tv station and the FCC, to avoid disclosure of individual station finances, reports only on multi-station markets.

Travel by Car ▪ An auto-oriented market, with better than 85% of the commuters who travel in and out of the city of San Francisco daily doing so in private automobiles, the area is

The bonanza for all broadcasting stations will always be the radio-equipped auto. This is typical of the bumper-to-bumper flow that moves throughout the San Francisco Bay area each and every day of the year.

WITH MEDIA
SELECTION BECOMING INCREASINGLY
MORE COMPLICATED

YOUR NO. 1

BUY IS STILL KEWB

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

Up to the minute . . . up to the market in San Francisco. That's been the KEWB story right along. Your "blue chip buy" in Northern California continues to deliver maximum audiences. Ask your Katz man about the very latest (July-August) Hooper. The spirited young-family groups tell us we're for-sure No. 1 (where it counts most: Monday-Friday, 7 A.M.-6 P.M.). And you can't do better than No. 1 . . .

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

The only Bay Area Negro station with

SIX APPEAL

69% of the Negro population of the San Francisco Bay Area live in five counties outside San Francisco. KDIA is the only Bay Area Negro station reaching this entire six county market and in some important Negro population areas is the only Negro radio station available.

Metropolitan 6 County Negro Pulse
May, 1961

	6:30 AM-12 Noon	12 Noon-6 PM
KDIA	21	26
Negro station B	19	18
H. U. R.	29.8	26.2

These figures *do not* reflect a fairly close overall situation. They *do* reflect a lead for one station in a smaller area and *KDIA dominance* in the majority area.

LOOK! COMPARE KDIA WITH ALL STATIONS IN THE MOST COMPLETE NEGRO SURVEY EVER MADE IN THE BAY AREA.*

1,000 Negro adults in Richmond, California, were surveyed by a Negro church with the assistance of a university researcher in the most complete Negro survey ever made in the Bay Area. Though primarily a sociological study, answers to a radio station tune-in question revealed this:

KDIA	All other stations
60%	40%

*Details on request

TOP NATIONAL ADVERTISERS AGREE!

Leading Negro market advertisers such as Carnation, Lydia Pinkham, Regal Select Beer, etc., are now placing *all* their San Francisco Negro market budget on KDIA. Others, such as Continental Baking and B. C. Tablets, are placing most of their Negro budget on KDIA.

Locally, too, KDIA carries more Negro market advertising than any local medium.

Get the Negro market you pay for. Buy—

KDIA

A Sonderling Station

327 22nd Street, Oakland, Calif.

TE 4-4262

Represented by
Bernard Howard Co.

KDIA—Oakland WDIA—Memphis
WOPA—Chicago

With its eye on its own booming population, San Jose spared no expense for its City Hall. This is the $2 million structure recently completed.

good for outdoor advertising and there are few vacancies among the estimated 3,500-4,000 boards in the Bay Area. Workers traveling by auto are not as good newspaper readers as those using trains or buses, however, and suburban wives are apt to be more interested in local news and the advertising of their own shopping centers than of what is going on in downtown San Francisco, Oakland or San Jose. More than 20 daily papers serve as many communities and none of the three San Francisco dailies has as much as 30% penetration of the Bay Area's 1.17 million families.

The San Francisco morning papers, *Chronicle* and *Examiner*, are more widely read than the evening *News-Call Bulletin*, one obvious reason being that virtually all of the other dailies in the area are evening papers. Trans-bay rivalry keeps the N-CB off the newsstands in the East Bay and the *Oakland Tribune* off the San Francisco streets.

Broadcasting Area ▪ The airborne media—radio and television—pay no attention to political boundary lines and frequently send their programs far beyond the limits of the nine counties bordering San Francisco Bay. This is an important consideration for an area in which more than 80% of the people live outside San Francisco proper, compared to less than 70% a decade ago. For radio, the man who commutes by auto, the woman who drives to her community shopping center or supermarket, represent a big plus. Outdoor activities around patio and pool, common year-round except for the mid-winter rainy season, also add to radio listening and, with the ever-increasing purchase of portable tv sets, to tv viewing as well.

Radio has virtually 100% coverage of Bay Area homes; tv's penetration borders on 90% and more than 85% of the area's 1.5 million automobiles are equipped with radios, this figure mounting week by week as new cars replace old ones. FM penetration of Bay Area homes is close to the 50% mark, with 23 stations serving this audience, 17 of them independently programmed. In August, one fm station started regular broadcasting of fm multiplex stereo programs, devoting nearly 50 hours a week, about 40% of the station's overall broadcast schedules to this new service. In just one month, the station reported, more than 3,000 multiplex receiving units, approximately $50,000 worth, were sold in the area and the station signed enough new business to pay its stereo installation costs twice over.

POPULATION EXPLOSION

Bay Area gains 35.7% during past decade

"Everybody wants to live in California," a saying underscored by the 585,000 rise in the state's population from July 1, 1960, to June 30, 1961, applies to the Bay Area as well as to Southern California. "In recent years nearly three-fifths of the population increases have been from people moving into the area," the Bay Area Council reports, noting that the newcomers come from all parts of the country, with the number from each state roughly proportional to its size.

In the nine Bay Area counties live nearly three and three-quarters million individuals, 3,638,939, at the time of the 1960 census in April of last year. (As of July 1, 1961, the California Dept. of Finance calculated that the

nine-county total had risen by 135,500, a gain of 3.7%.) Nearly two-thirds reside outside the three core cities, San Francisco, Oakland and San Jose, whose combined population at census time was 1,255,212.

Furthermore, while the nine-county population increased 35.7% in the decade between the 1950 and 1960 censuses, the three-city total rose only 4.5% in that 10-year period. San Francisco and Oakland both showed declines in residents, 4.5% for San Francisco, 4.4% for Oakland, in the 1950-60 decade. San Jose, with a 114.5% increase, was solely responsible for the core cities combined gain in number of residents. But even so the core cities' percentage of the total Bay Area population dropped by a quarter, from 46.8% in 1950 to 36.5% in 1960.

'60 Census Report Findings ▪ More than half of the Bay Area residents are in the 18-64 age bracket. More than a third are under 18 and, upsetting the popular belief that most California immigrants are senior citizens, only about 10% of the Bay Area population falls into the 65-or-over group. The San Francisco-Oakland metropolitan area has 32.6% of its residents in the under-18 class, 58.4% in the 18-64 group and 9.0% over 65, with a median age of 31.8 years. The San Jose metropolitan area residents are somewhat younger: 38.1% under 18, 54.9% between 18 and 64, 7.0% 65 or over and a median age of 26.7 years.

Less than one-third (30.2%) of the San Jose residents of 14 or over are unmarried, compared to slightly over a third (34.4%) for the San Francisco-Oakland area and to well over two-fifths (43.9%) for San Francisco itself. Like New York, San Francisco has a strong attraction for young adults who like the stimulating climate offered by the city, intellectually and culturally as well as weatherwise.

A comprehensive study of trends made by the U. S. Dept. of Commerce predicts that by 1990 the population of the Bay Area (nine counties) will have doubled to a total of 7,425,000 and that after another 30 years, in 2020, it will stand at 14.4 million. By 1990, this study predicts, Alameda County will be the most populous in the area, with 1,673,000 residents, and Santa Clara second with 1,532,000. But by 2020 Santa Clara will be first, with a population of 2,931,000, nearly five times its present number of residents. San Francisco is expected to reverse the downward trend of the last decade and to gain residents in the

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Source: Pulse, May-June, 1961

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years ahead, although more slowly than those areas now less densely populated. By 1990, that city will have a population of 938,000 and by 2020 of 1,018,000, the study predicts, about a third greater than present. In general, the North Bay counties are expected to increase nearly eight times in the next 60 years, while South Bay will quadruple.

The 2020 rank of Bay Area counties by population, the Dept. of Commerce estimates, will be:

Santa Clara	2,931,000
Alameda	2,854,000
Contra Costa	2,140,000
San Mateo	1,749,000
Sonoma	1,157,000
Solano	1,116,000
San Francisco	1,018,000
Marin	790,000
Napa	655,000

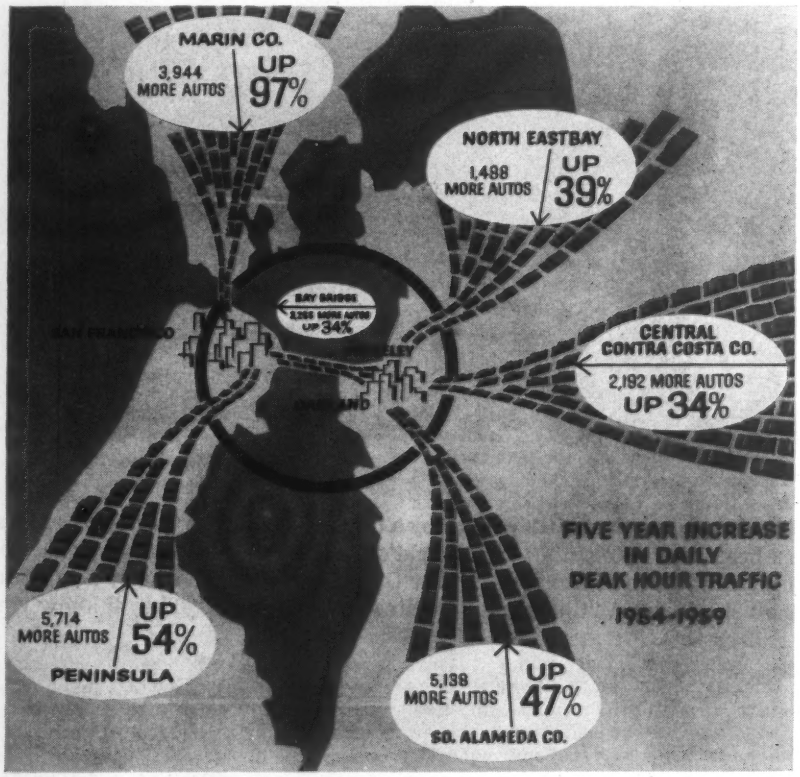
MORE CARS THAN HOMES

86.5% of Bay Area families own at least one; over 1½ million autos; one for every 2.4 persons

The automobile is an important element of the way of life in the San Francisco Bay Area. There are more passenger cars than households, 26.6% more, or slightly over five family automobiles for every four families. Put another way, there is one passenger car for every 2.4 individual residents of the nine Bay counties. If this figure does not quite match the one car for every 2.2 persons in the Los Angeles metropolitan area, it's a good second and far ahead of the national average.

The 1960 auto count is 6% ahead of that for 1959, when statisticians estimated that, in the San Francisco-Oakland metropolitan area, 61.9% of the families owned one car, 24.6% owned two cars or more and 14.1% got along without a family auto. For families who live inside San Francisco and whose bread earners work in the city, this is not too difficult. The city-owned transit system provides fast and frequent street-car and bus service, with rush-hour expresses from distant points.

More than 10,000 commuters a day ride Southern Pacific suburban trains up the Peninsula from San Jose and points along the 50-mile run from that city



The is the dramatic five-year growth in number of automobiles traveling each weekday into the Bay Area's core cities. The reverse flow from the central cities to the suburban areas has increased almost as much.

to San Francisco each morning. Thousands more come to work and go home again by intercity bus. But more than 85% of those who commute to the city do so by private auto. There are many car pools, but a 1959 survey showed an average of only 1.72 persons per private vehicle. Between 1954 and 1959, rush-hour person trips increased 19.3%; the number using public transit dropped 15%; the number using private automobiles rose 43%.

Incidentally, if you're going to San Francisco, leave your scooter at home. A new ruling went into effect Sept. 15 barring scooters from California freeways on grounds they can't keep pace with the cars, to the great annoyance of the Bay Area's 20,000 scooter owners.

Outlook: Trouble ■ At present, with 1.5 million private autos in the Bay Area, the freeways are hard put to handle the rush-hour traffic and far-sighted citizens are worrying about what will hapen between now and 1980, when it is estimated that the area's population will have doubled and there will be a million more private cars on the road. Some, including the San Francisco Chamber of Commerce, are pumping for more freeways to be built immediately. But plans of the state highway department for a new freeway through the city's west side have been at least temporarily blocked by a group of resolute citizens protesting against either giving up their homes for the freeway or having it as a neighbor.

The Bay Area Rapid Transit District has proposed a plan of combination subway, ground and elevated public transit service of fast electric trains, which it asserts will save the community two dollars that will have to be spent for freeways and parking facilities before 1975 for every dollar spent now for rapid transit. (Make that $1 billion now and $2 billion by 1975 and you'll have some idea of the magnitude of the BARTD proposal.) Moreover, the organization's studies have convinced it, and many others, that the private auto alone cannot do the job and that without rapid transit the city will find its economic growth slowly strangled.

But when the BARTD proposed that trains be run across the Golden Gate Bridge, one of the designers of that structure objected that the bridge could not safely support this extra load. The transit district engineers said it could. After much heated debate, the bridge authorities voted not to permit its use for the trains. This eliminated Marin

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County from the rapid transit plan and placed in jeopardy the $1 billion district bond issue scheduled to go to the voters next June. That caused as great an uproar as the original proposal and a few days ago the boards of supervisors of San Francisco and Marin counties demanded that the Golden Gate Bridge District appoint an impartial engineering team to make an independent survey on the bridge's ability to handle rapid transit.

Automobiles require parking space and in crowded San Francisco space is hard to come by and expensive when its available. New building owners are required to provide adequate off-the-street parking for tenants and customers, but there were enough structures erected before the parking rules were adopted to keep the curbs lined with cars and the parking spaces (many of them vertical, with layer upon layer of autos) filled, even at $1 a day in San Francisco.

EMPLOYMENT

The statistics are another proof of the area's vitality

Trade, retail and wholesale, is the largest source of employment in the Bay Area, followed by manufacturing, services and government, which together account for more than three-quarters of the jobs in the nine counties, according to estimates for July 1960 by the California Dept. of Employment, whose tabulation goes like this:

Industry	Total—Nine Bay Counties
Agriculture	67,400
Contract construction	95,500
Manufacturing	292,500
Trans., comm., & utilities	122,500
Trade	312,100
Finance, insurance & real estate	85,800
Services	255,100
Government[1]	231,300
All Other	5,300
Total—All Industries[2]	1,467,500

[1]Includes all civilian employes of federal, state, and local governments regardless of the activity in which the employe is engaged.
[2]Employment estimates include wage and salary workers, self-employed and unpaid family workers, and domestics.

There is, of course, considerable variation from county to county. Agricultural employment, for example, averages to 4.6% of the nine-county total but is better than 20% of the total in Sonoma County and less than one-hundredth of 1% in San Francisco. Government jobs are the most numerous in Napa and Solano counties, but stand no better than third elsewhere. Trade furnishes the most employment in four counties (Marin, San Francisco, San Mateo, Sonoma), drops to second place in four more (Alameda, Contra Costa, Napa, Solano) and is third in Santa Clara County. Manufacturing has a wider range, from first place to fifth.

In the six San Francisco-Oakland metropolitan area counties, August 1961 showed the highest amount of employment on record, with 1,167,000 persons on the payrolls of the area. At the same time there were 67,100 persons listed as unemployed but whereas employment was up from July, unemployment was down.

Chinese small part of foreigners in area

Everyone has heard that San Francisco has the largest Chinese population of any city outside China. Anyone who's ever visited San Francisco and seen Oriental faces on every side is unlikely to dispute that statement. Yet the 1960 census reports only 36,445 Chinese in the city and only 55,965 in the whole nine-county Bay Area. Add all the Japanese, Filipinos, Koreans and other eastern races and the Asian total still amounts to only 121,858, less than 4% of the total population. Not a drop in the bucket to the quarter million Negroes or the 400,000 Latin Americans living in the Bay Area, but who ever heard about them?

There are also the Irish, the French, the Germans, the Italians and Greeks, the Danes, Finns, Swedes and Norwegians, the Armenians, the Russians, the Yugoslavs and the Poles, who all contribute greatly to San Francisco's reputation as the nation's West Coast melting pot and even more to its roster of fine foreign restaurants.

All together, Latins, Asians and Europeans, these foreign-speaking peoples add up to about a million Bay Area residents, who read the more than 20 foreign-language newspapers and listen to their native tongues on the radio. A mounting percentage can read and talk English. One fm station broadcasts an hour of Gaelic each week; another airs 90 minutes of classical Chinese drama each evening. An am station which devotes itself chiefly to foreign language programming offers more than a dozen languages during the week, including Chinese, Japanese and Tagalog and is toying with the idea of broadcasting Chinese translations of *Gunsmoke*.

Negroes are important market

Negroes, totaling 244,411 in the Bay Area at the time of the 1960 census, amount to 6.7% of the total population and form an important segment of the market. This is especially true in the six-county San Francisco-Oakland district where 97% of the nine-county Negroes reside. This number has grown

by 62.2% since the 1950 census and is more than 12 times the 1940 total.

The first Bay Area Negroes were concentrated in Oakland, families of Pullman employes working on the trains whose cross-country runs terminated there. With the growth of manufacturing and government employment, they have spread out from this base, but real estate and social restrictions, as well as financial considerations, have tended to keep them close to the business and industrial centers and 86% of the Negro population of the San Francisco-Oakland district live within 15 miles of San Francisco's Civic Center, chiefly in the East Bay cities.

Interviews with more than 500 Negroes by Far West Surveys showed this group to have a mean family income of $370-$420 a month, with some families receiving more than twice that amount. Interviewers found more than 90% of their respondents had tv sets and refrigerators, more than two-thirds owned automobiles and record players, more than 97% had radios (two-thirds of the homes having two or more sets, one-third with three or more).

Pulse and Hooper surveys indicate that the Bay Area Negro is a better-than-average radio listener and that he listens most to the two stations which program specifically for him.

MORE PEOPLE MEAN MORE BUILDING

And it provides another criterion of area's good times

As more and more people move into the Bay Area, more and more places are needed to house them. In the 10-year period, 1951-60, a total of 378,389 dwelling construction permits were issued in the nine bayside counties. Single unit dwelling permits totaled 279,392, nearly three times as many as the 98,997 multi-unit buildings, although the number of new one-family homes built each year has declined from the 1955 peak of 39,979 to 25,891 in 1960, while the duplexes and apartments have shown a steady increase from 5,372 in 1955 to 20,203 last year.

The total dwelling permits, single and multi-units combined, dropped from its 1959 peak of 49,355 to a 1960 total of 46,094. Dollarwise, residential construction amounted to $545.9 million in 1959, and dropped to $510.0 million last year. The cost of constructing a medium-size-dwelling as of Jan. 1, 1961, is estimated at $13,608 (excluding land), less than 1% over the 1960 figure of $13,480. In 1950 a home of this type could have been built for $8,000.

A noticeable trend toward home-ownership is shown by the census statistics. In 1950, less than half (48.0%) of the San Francisco-Oakland metropolitan area families owned their own homes. By 1960, 54.5% of this six-county area total were homeowners. In the San Jose metropolitan area, there were 184,945 occupied housing units in 1960, of which a staggering 68.8% were occupied by their owners, more than twice the number of renters.

The $13,608 figure is about right for a house in Daly City (that's where Candlestick Park, windblown home of the Giants, is located), according to the real estate ads. For twice that amount one can get a home in the Marina district, although a good view of the yacht harbor brings a premium. And a mansion in Pacific Heights can be had for $200,000 or so.

But some people prefer apartments and they too are available in all sizes, locations and prices, up to Green Hill Tower, cooperative apartment house on Russian Hill, where a luxury penthouse is available at $250,000 and other apartments are priced down to $43,500.

The need for more housing for more people has led city planners to come up with a scheme to turn the Presidio

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SOURCE: Cumulative PULSE Audience
San Francisco-Oakland 6 County Area
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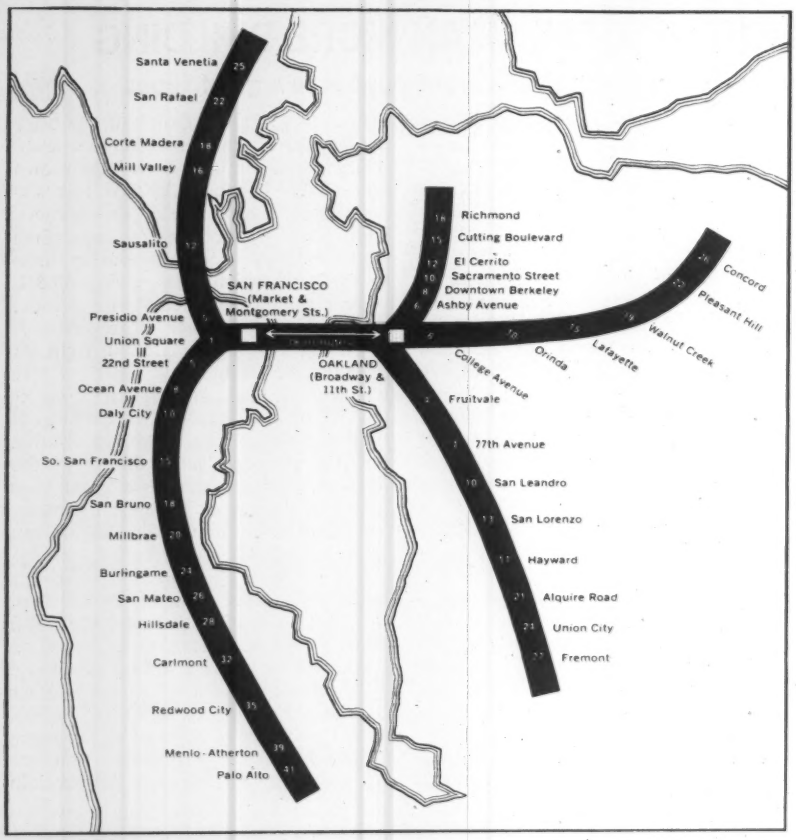

The San Francisco Rapid Transit Assn. has an ambitious plan of subways and elevated railways for electric trains that would reduce travel time in the Bay Area to the minutes shown on this chart.

into a housing development, should the Army relinquish the space it has occupied since 1848 which before that had been a Spanish fort for nearly three-quarters of a century. History-conscious San Franciscans vigorously protest against this idea and, should the city attempt to put it into effect, a full-scale battle can be expected. A similar homes-versus-history dispute in Marin County was settled, temporarily at least, when the U. S. Senate passed a bill authorizing the government purchase of 53,000 acres of land at Point Reyes (where Sir Francis Drake and his crew landed in 1587).

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But residential construction is only part of the problem. Business and industry need places to work in as much as people need homes to live. And in 1960 non-dwelling construction permit grants in the Bay Area totaled $319,462,338. Added to the residential total, this brings the value of all construction in the nine counties last year to a resounding $860,462,388.

And there's no let up in sight. In the first six months of this year, permits totaling $486.62 million have been issued, 13.3% ahead of the first half of 1960. Residential permits for the first six months of 1961 cover construction of 25,037 dwelling units at a cost of $274.58 million, 7.6% in number and 5.9% in cost ahead of last year. June's 4,612 residential unit permits topped the June 1960 figure by 14.4% and their construction cost of $58.65 million was 27.7% higher than the June 1960 total.

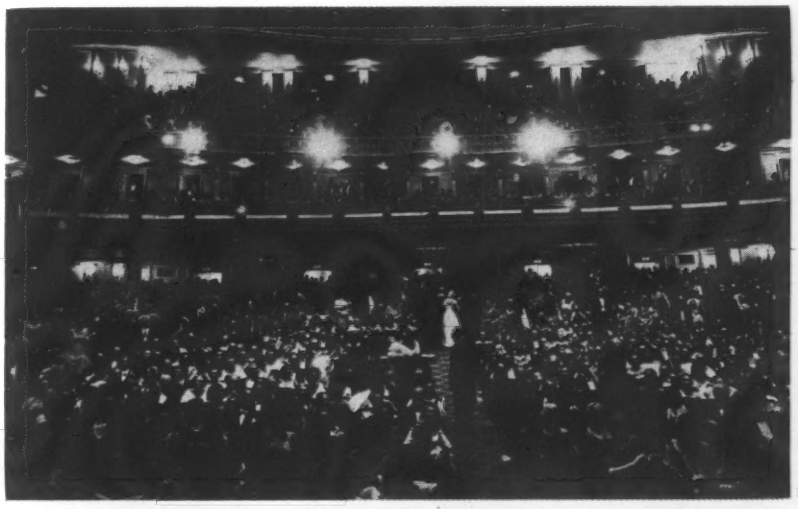
TOURISM

Out-of-town visitors play important part in economy

Tourism is an important part of the San Francisco economy, ranking third, behind manufacturing and agriculture, as the source of "new" dollars, according to the San Francisco Chamber of Commerce. And if anyone should doubt that the city recognizes the importance of its out-of-town guests he has only to look at the cable cars, which are a unique and time-tested tourist magnet, although lacking many of the desirable elements of a modern in-city transportation system.

Californians Inc., organized in 1922 to promote tourism in North and Central California, reports that last year 2.5 million visitors spent $205.9 million in the region, of which about half went for food and lodging, a sixth was spent in department, drug and other non-food retail establishments, an eighth for gas, oil, garage and other auto expenses and 7.5% for amusements. In the Bay Area itself last year, 1.7 million visitors (90,000 more than in 1959), spent $90.3 million (up $4.7 million) for an average of $52.80.

Conventioneers Spend Most ▪ But the best visitors for San Francisco's cash registers are the convention delegates. Records of the San Francisco Convention and Visitors Bureau show that in 1960 a total of 294,372 individuals from outside San Francisco attended 397 trade shows and conventions and spent $37.5 million while in the city, an average of $120.85. A study made in 1958 showed an average daily expenditure of $39.29 per convention visitor, 50% more than the $26.76 daily



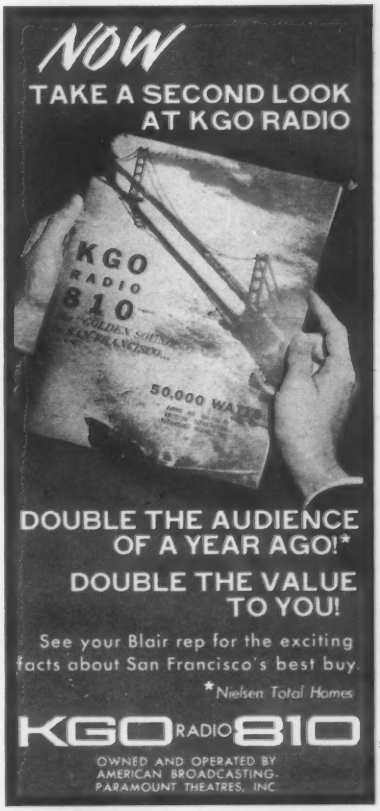
Two attractions for tourists are San Francisco's War Memorial Opera House (top), home of the famed local opera company and the San Francisco Symphony, and the flower stands which dot the city's streets.

average in 1948. As with individual visitors, convention arrivals are growing from year to year, with 64,000 more delegates attending 59 more meetings and spending $6.4 million more in 1960 than in the year before.

So, whether he's munching a Pronto-pup (hot dog backed into a dough and eaten on a stick) while gazing at Seal Rocks or dining lavishly on shish kebab and paklava at Omar Khayam's; whether he's riding the Powell St. cable car to Fisherman's Wharf or a sightseeing bus to Mission Dolores; whether he (or more likely she) is buying souvenirs in Chinatown, at Gump's or at Woolworth's, San Francisco welcomes its visitors with glad smiles and ringing cash registers.

Electronics big business

Electronics, which was unknown prior to World War II and has had most of its growth since 1950, is already an important item in the economy of the San Francisco Bay Area. The Western Electronic Manufacturers Assn. estimates that electronics sales in the Bay Area will total $675 million this year, a gain of nearly 20% over last year's $570 million and of more than 45% from the $460 million total in 1959. Electronics firms currently employ 45,500 persons in the area, up from 40,000 last year and 35,000 the year before. The number of electronic firms in the nine counties has increased from 144 in 1959 to 167 this year.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Continued from page 56
mitted, he said, many professional football fans might not be able to see the road games of their favorite teams, and the loss of television revenue might cause the weaker teams "to founder." This in turn could emperil the existence of the league itself, he said.

The bill contains a provision prohibiting tv blackouts of professional football games except for agreements among the clubs and the network involved not to telecast another game into the home area of a team playing at home. This was added to meet some of the objections of the Justice Dept. and NAB, which had opposed the bill.

Another provision, designed to protect college football gates, would deny the antitrust exemption to contracts providing for the telecasting of pro football games on Friday nights and all day Saturday into areas within 75 miles of a college game site.

DEINTERMIXTURE & THE HILL

Total of nine bills, resolutions introduced; all express opposition to FCC's proposal

Additional congressional storm warnings were hoisted last week advising the FCC its proposed vhf-uhf deintermixture plan is in for rough weather on Capitol Hill when Congress returns in January.

Nine bills and resolutions have been introduced, seven of them last week, either to block implementation of the plan temporarily or limit the FCC's power to shift a station from a vhf to a uhf band. In addition, a number of House members have expressed their opposition to the FCC proposal in floor speeches.

One of the key developments of the week was a meeting of some 25 House members who discussed means of coordinating their opposition to the FCC plan. The meeting was called by Rep. Peter F. Mack Jr. (D.-Ill.), a member of the House Commerce Committee, which has jurisdiction over the FCC.

First serious signs that the deintermixture proposal was in trouble on the Hill appeared two weeks ago, when Rep. Mack and other members of the Commerce Committee began pressing for a hearing on deintermixture. Rep. Oren Harris (D-Ark.), committee chairman, gave assurances at an executive session that a hearing will be held early in the next session (BROADCASTING, Sept. 18).

Rep. Mack said no formal action was taken at the meeting, but he promised to keep interested members informed on developments in the deintermixture controversy. Congressmen attending the meeting were from areas affected by the FCC's plan to delete vhf channels from eight markets (BROADCASTING, July 31).

Rep. Mack, one of the first congressmen to speak out against the proposed plan, said he called the meeting to reply to a number of inquiries he had received concerning the issue.

Opposition Views ▪ Throughout many of the comments at the meeting, according to Rep. Mack, and speeches made on the House floor, ran several common themes—that the proposal discriminates against rural areas, that it is not in the public interest, that the FCC should not act until its $2-million uhf study in New York is completed, and that if the FCC is permitted to proceed with its proposed deletion of eight channels, it will seek to delete eight others at a future date.

In addition, Rep. Mack said, some House members feel the FCC "lacks the courage" to take its deintermixture plans into large metropolitan areas. If the commission is interested in deintermixture, he said, it should delete vhf channels from large cities, which could easily be served by uhf.

"The vhf bands," he added, "should be left in the rural areas," where vhf is needed to service large numbers of people scattered over considerable distances. He said none of the eight communities chosen for deintermixture have populations of more than 200,000.

These views are reflected in a bill (HR 9349) he introduced Thursday. It would make it unlawful for the commission, in allocating vhf and uhf channels, to give any "undue or unreasonable prejudice or disadvantage" to any area.

Five of the other bills would prohibit the FCC from deleting a vhf channel from a market for the purpose of deintermixing it. But all five also are designed to help solve the vhf-uhf problem by incorporating legislation sought by the FCC.

This would require manufacturers to produce only all-channel television receivers by authorizing the commission to prescribe the channels that receivers shipped in interstate commerce must be equipped to receive. This legislation has already been introduced in both chambers at the request of the FCC (BROADCASTING, June 19).

Supports FCC on Sets ▪ Rep. Kenneth A. Roberts (D-Ala.), in introducing one of the two-part measures (HR 9267), said the FCC should have the authority over receivers it requests, since "that is the only practical way of getting uhf stations on the air." But, he added, "if

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we enact set legislation as the FCC has asked, this will be a compelling reason for the FCC not to shift any vhf stations to uhf."

Prospects for the set legislation, however, are not bright. Rep. Harris and Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittee, have expressed serious reservations about the proposal (BROADCASTING, Aug. 7).

The bills similar to Rep. Roberts' and their sponsors are HR 9277, Rep. John E. Moss (D-Calif.); HR 9293, Rep. Robert W. Hemphill (D-S.C.); HR 9322, Rep. John J. Riley (D-S.C.); and HR 9291 Rep. John B. Anderson (R-Ill.).

The remaining legislation thrown into the fight against deintermixture are resolutions introduced by Reps. Vern Thomson (R-Wis.), George W. Andrews (D-Ala.) and Rep. George M. Grant (D-Ala.). The first two (H Res 450 and H Res 457) ask the FCC to delay its deintermixture plans until its uhf study in New York is completed and a report is submitted to Congress. Rep. Grant would put the House on record as recommending that no station now operating on a vhf channel be asked to move to a uhf band.

More comments on deintermixture plan

The Assn. of Maximum Service Telecasters has asked the FCC to set aside its proposed rulemaking to authorize vhf drop-ins in eight markets or in the alternative to revise the proposal so as to provide certain safeguards to existing tv stations and to keep drop-ins to a minimum.

The AMST comments were among several papers filed in the FCC's deintermixture proposals. The deadline for comments has been extended to Dec. 1, but the number of early comments indicates the high degree of interest in the FCC proposal (BROADCASTING, Sept. 11).

AMST said the FCC should set aside its decision to authorize vhf assignments at less than minimum separations, but if it doesn't the agency should revise the procedure it used in determining those eligible for consideration and change its overall, pre-planned method of selection so as to guard against a "proliferation" of drop-ins. The FCC also should change its mind about not specifying how directional antennas should be operated by vhf drop-in stations, the group added. More protection should be given to co-channel and adjacent channel assignments than that presently contemplated, the AMST said.

The trade association also filed oppositions with the FCC to eight petitions for reconsideration seeking short-spaced vhf assignments in cities not included in the drop-in rulemaking (BROADCASTING, Sept. 11). Grant of AMST's request for reconsideration would fully dispose of each of these petitions, the association said. The eight petitions also emphasize the importance of revisions by the FCC in procedures followed in the drop-in proceedings, AMST maintained. A "market preplanning case" would relieve the FCC of additional pleas for short separations, AMST said. The association referred to the following petitions:

Leon P. Gorman for ch. 3 in Portland, Me.; John McLendon for ch. 5 in Jackson, Miss.; ch. 57 WKNX-TV Saginaw, Mich., for ch. 11 in Saginaw-Flint-Bay Area, Mich.; ch. 18 WXIX-TV Milwaukee for ch. 9 there; ch. 49 WAKR-TV Akron, Ohio, for ch. 12 there; WVUE (TV) New Orleans for ch. 12 in that city at reduced separations; ch. 67 WNOK-TV Columbia, S. C., for ch. 8 there, and KUTV (TV) Salt Lake City for ch. 5 in Toledo, Ohio (with ch. 12 to be added to Cleveland for ch. 5).

Request Premature ▪ Ch. 12 WICU-TV Erie, Pa., said that the KUTV request is premature in that it assumes ch. 12 will be deleted from Erie. WICU-TV served notice that it will fight to retain the vhf channel and will show that such is in the public interest. The Erie station listed the same opposition to WAKR-TV's request for ch. 12.

WMTW (TV) Poland Spring, Me., opposed the Gorman petition on the grounds that its ch. 8 operation constitutes a third vhf service in Portland. Ch. 5 KALB-TV Alexandria, La., charged that the McLendon petition for ch. 5 in Jackson is "patently inconsistent" with FCC criteria.

WJTW (TV) Jackson (ch. 12) pointed out that WVUE recently received a construction permit for ch. 12 New Orleans meeting separation requirements which underscores that New Orleans is not qualified for short separation.

WWTV (TV) Cadillac, Mich., on ch. 13, indicated a willingness to shift to ch. 9 to allow assignment of ch. 13 to Grand Rapids, provided WWTV may continue on ch. 13 for 60 days after the new ch. 13 grant. WWTV reported plans to "proceed promptly" to make the necessary changes and said 160-day delivery of a new antenna and a severe winter would preclude installation until next spring. The FCC has adopted rulemaking to implement the shifts.

The Rotary Club of Opp, Ala., said WSFA-TV Montgomery, 85 miles away on ch. 12, should be permitted to keep its vhf assignment. Opp residents get NBC news on WSFA-TV and "blurred or indistinct presentation" of these re-

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ports would mean a loss in "cultural advantages, pleasure and knowledge," the Rotarians said.

Two groups went to the defense of WIS-TV Columbia, S. C., which stands to lose its ch. 10 under the FCC's deintermixture proposal. [BROADCASTING, Sept. 4]. The Better Business Bureau of Greater Columbia said WIS-TV provides the organization with "speed and essential coverage" for its warnings to the public and that this protection to the public would be reduced under the proposed changes. The South Carolina Chamber of Commerce submitted a resolution which held that shift of WIS-TV's ch. 10 would "seriously impede" communication service by WIS-TV, including wide-ranging tv coverage from the state capital.

Also receiving local support was WTIC-TV Hartford, Conn., in its efforts to retain ch. 3 which the FCC has proposed to delete from that city. Filing petitions with the commission seeking retention of the vhf channel in Hartford were the Board of Alderman of Waterbury and the Chamber of Commerce of Naugatuck.

Reports termed 'fallacious'

Paul W. Morency, president of ch. 3 WTIC-TV Hartford, Conn., charged last week that a uhf operator's statements on the coverage WTIC-TV has given an FCC proposal to make Hartford all uhf are "completely contrary to fact . . . fallacious and unsupportable." Mr. Morency's reply came in a letter to William L. Putnam who had charged that WTIC-TV "falsely reported" the facts (BROADCASTING, Sept. 11).

WTIC-TV will oppose the shift of ch. 3 by all "proper and appropriate means," Mr. Morency said in his letter which also was filed with the commission. He told Mr. Putnam that if WTIC-TV telecasts material dealing with the merits of the proposed deintermixture that Mr. Putnam will be offered equal time to present opposing views. Mr. Putnam is the principal owner of WWLP (TV) Springfield, WRLP (TV) Greenfield and WWOR (TV) Worcester, all Massachusetts uhf stations.

MORE FILE FOR NEWLY-ASSIGNED VHFS

Grand asks Grand Rapids ch. 13, Baker Syracuse ch.9

There has been no scarcity of interested parties seeking to operate tv stations on third vhf channels added by the FCC at Rochester and Syracuse, both New York, and Grand Rapids, Mich. (BROADCASTING, Aug. 7). In fact, one or more applicants already have applied for each of the channels and others have indicated their intentions to do so.

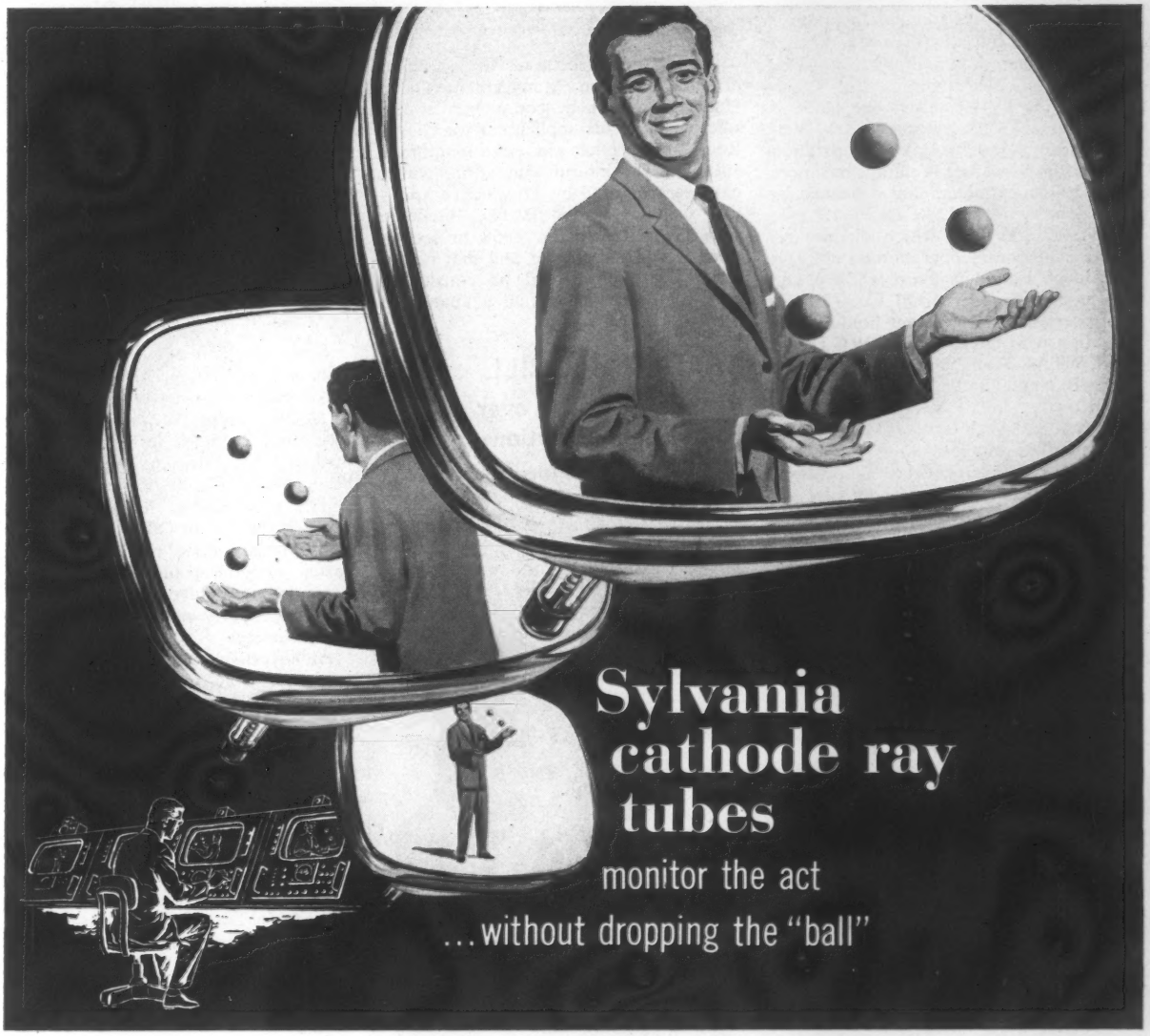
Two applications were filed last week —by Grand Broadcasting Co. for ch. 13 at Grand Rapids, and by W. R. G. Baker Radio & Tv Inc., for ch. 9 at Syracuse. Already on file are applications by Syracuse Tv Inc. and Veterans Broadcasting Co. for ch. 9 at Syracuse and Anthony R. Tyrone for ch. 13 at Rochester.

Most of the applicants have requested an interim operation of some sort. The commission invited such proposals in finalizing the channel additions. Several other "interested parties" (ABC, WMAX Grand Rapids and Genesee Valley Tv Co.) have made proposals to the FCC designed to expedite the start of a third commercial service in the three cities.

The Grand application, which includes among its principals the former FCC Secretary, Mary Jane Morris, and 23 stockholders with "228 years of experience in broadcasting," is the most unusual of the group. Grand's bid consists of three volumes totaling over four inches in thickness and containing 21 exhibits. One of the exhibits, numbering 262 pages, is titled: "History of Development of Program Plans for Grand Broadcasting Co."

Grand waived its right to a hearing and asked that the application either be granted or denied as filed. "We see no need to engage in lengthy hearing, proposed findings, initial decisions, oral arguments not to encumber the record further," the applicant said. Grand further asked that it be given a conditional grant to operate on ch. 13 "upon the basis of its complete showing."

The Experiences ▪ In addition to Miss Morris (16.66%), other Grand stockholders include her brother, John C. Morris (16.66%), Leonard A. Versluis (16.66%), Donald F. DeGroot (6.41%), Leonard A. Versluis Jr. (3.84%) and 18 others, none with over 2.56%. The Morrises have been partners in a Grand Rapids law practice since Miss Morris resigned from the commission in 1960. Mr. Versluis Sr. formerly owned WLAV-AM-FM Grand Rapids, 33⅓% of WJIM Lansing, Mich., and 50% of WLOD Pompano Beach, Fla. Grant Ashbacker (2.58%) formerly owned WKBZ Muskegon, Mich., and was the principal in the famous "Ashbacker" court case in which it was ruled that the FCC may not deny an application competing with another one without a hearing. Other Grand stockholders with broadcast backgrounds: Mr. DeGroot is assistant general manager of WWJ-AM-TV Detroit; Martin Giaimo (2.56%) is man-



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Sylvania C.R.T.'s feature high resolution, sharp, brilliant pictures—let you see the scene just as the camera picks it up. What's more, Sylvania C.R.T.'s resist the toll of time, retain youthful electrical and phosphor characteristics for extended useful service . . . offer lower costs per hour of tube operation.

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SYLVANIA

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ager of WNEM-TV Flint studios; Harry Le Brun (2.56%) is president and 33⅓% owner of WSAF Sarasota, Fla.

Veterans Broadcasting Co. owns WVET-AM-TV Rochester and 80.58% of KTVE (TV) El Dorado, Ark. Veterans also asked for interim operation on ch. 9 in Syracuse. Veterans has more than 100 stockholders and is headed by President Ervin F. Lyke (8.2%).

Syracuse Tv Inc., which did not request a temporary operation on ch. 9, is owned by Founders Corp. (80%) and Macmillan Ring-Free Oil Co. (20%). Founders is an investment holding corporation with interests in KORL Honolulu, WTAC Flint, WFBL Syracuse and WSMB New Orleans. John M. Shaheen owns 53.62%. Robert G. Munro is president of Founders and board chairman of Macmillan.

W. R. G. Baker takes its name from the late president of General Electric. Its stockholders include Leon P. Markert, Robert J. Conan, Richard N. Groves, William V. Stone, Daniel W. Casey Jr. and Naomi Baker (widow of W. R. G. Baker). J. J. Bernard Jr., formerly with KTVI (TV) St. Louis, holds no stock but will be general manager if the Baker application is successful.

Mr. Tyrone, executive vice president of the Hamilton Management Corp. (Denver investment company), is the sole owner of his application for ch. 13 Rochester. He has requested temporary authority for interim operation, which has been opposed by prospective applicant Genesee Valley Tv Co. Genesee said it was formed in 1958 to seek a third vhf for Rochester and that no interim operation should be considered until all parties have had a chance to file for ch. 13.

TRADEMARK BILL

Passed by House over FTC head's objections

A bill that the Federal Trade Commission chairman says would permit broadcasters and advertising agencies to register, as their own, slogans originally developed for radio and television sponsors, slipped through the House last week without debate.

The purpose of the bill (HR 4333), according to the House Judiciary Committee, which approved it, is merely to "clarify" the meaning of various provisions of the 1946 Trademark Act and codify present practices of the Patent Office.

But in a letter to the judiciary committee, FTC Chairman Paul Rand Dixon objected to new language in the bill which would permit "titles, character names and other distinctive features of radio or television programs" to be "registered as service marks notwithstanding that they, or the programs, may advertise the goods of the sponsor."

Since this amends existing law, he said, it might be interpreted to permit "broadcasting or advertising services" to acquire rights in promotional material that had been developed and used in behalf of program sponsors. "No other purpose is discernible," he said.

The amendment, he added, would prohibit the Patent Office from denying a proposed service mark to a broadcaster or advertising agency on the ground that it advertises the goods of a separate party rather than the applicant's services.

An advertising agency, he pointed out, might be able to gain control of a phrase developed for a client, and then prevent the client from using it independently or through another agency. "Thus, the advertiser may, through the trademark statute, possibly secure control of what is really his client's property," the FTC chief said.

In a brief discussion of the bill before House passage, Rep. John V. Lindsay (R-N.Y.), the measure's sponsor, dismissed Mr. Dixon's objections. He said the amendment "makes clear in the law" the position held by the trademark office for some 10 years. He described the legislation as primarily "a housekeeping bill."

The report of the judiciary committee noted that the bill has the approval and support of the U.S. Trademark Assn., the American Bar Assn., the National Assn. of Manufacturers, and various other lawyers groups.

Equal-time suspension sought for N. Y. election

Sen. Jacob K. Javits (R-N.Y.) and Rep. John V. Lindsay (R-N.Y.) have launched an effort to open the way for political debates on television by candidates in New York City's November election.

They introduced joint resolutions last week (SJ Res 140 and HJ Res 581) seeking the suspension of the equal-time provisions of the Communications Act for candidates for mayor, president of the city council, and comptroller.

THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

Architect Harold Stewart and Chairman John Burrows and the new YMCA-YWCA home.

"WOC, through its staff and facilities, played a large part in the success of the fund drive for the combined YMCA-YWCA's new 1½-million dollar home."

John Burrows, Chairman
YMCA-YWCA Building Campaign

It's our pleasure, John. Community service is good business.

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At last you have a choice when you buy video recording tape. The new one is called Emitape. It was developed in the United Kingdom by EMI, pioneer and developer of the world's first public TV system. It has been proven in tens of thousands of actual telecasting hours. It was most enthusiastically received at the recent NAB Show. The rigid quality control maintained throughout the Emitape manufacturing process assures you of excellent wearing qualities, edge straightness, signal-to-noise ratio and recording performance.

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But get all the facts. Write, wire or call EMI/US Magnetic Tape Division, Los Angeles: 1750 North Vine Street, HOllywood 2-4909. New York City: 317 West 44th Street, CIrcle 5-3400. (Also available, from the new General Communications Division of EMI/US: a complete line of TV cameras, solid state distribution and switching equipment.) **Emitape**

JONES: SPHEERIS KNEW ALL

KWK's ex-manager tells FCC hearing in St. Louis that president was in on decisions to hide truth

William L. Jones Jr., former general manager of KWK St. Louis, testified before an FCC hearing examiner in the station's revocation hearing last week that KWK President Andrew M. Spheeris knew all along that the prizes for the two treasure hunts in the summer of 1960 were not hidden until late in the station promotion contests.

He further implicated Mr. Spheeris in decisions to keep the truth from others, including the FCC. Mr. Jones also said that KWK Sales Manager Don E. Hamel "volunteered" to hide the prizes late in the contests.

When the prizes were actually hidden is an issue in the case. The hearing has been in progress for two weeks in St. Louis, before examiner Forest L. McClenning.

Mr. Hamel earlier had testified that it was Mr. Jones who had ordered him to hide the prizes only hours before they were found and that it was Mr. Jones who had ordered him to lie about the acts to Mr. Spheeris and other KWK principals and to the FCC. Mr. Hamel had testified also that Mr. Spheeris appeared shocked and surprised when he finally told him in March of this year that prizes were not hidden until the last day (BROADCASTING, Sept. 18).

During cross-examination later in the week by KWK Counsel Robert M. Booth Jr., Mr. Jones admitted that the FCC earlier this year promised him immunity from prosecution for perjury if he would tell them the truth, but he said this was not contingent upon his testifying in the KWK hearing.

Mr. Jones admitted he lied to the FCC field investigators in August 1960 and January 1961. He admitted he also made a number of false statements about the treasure hunts in a local court suit in September 1960 and that he misrepresented the facts in his affidavit to the FCC later that month. But he contended he did so reluctantly and chiefly at the urging of Mr. Spheeris.

Breach of Confidence ▪ Before commencing his cross-examination Thursday morning, Mr. Booth unsuccessfully sought to have all of Mr. Jones' direct testimony stricken from the record. He charged a "breach of confidence" on the part of the commission staff for disclosing to Mr. Jones in June of this year portions of statements that KWK principals had volunteered to the Broadcast Bureau during an informal conference in May.

Mr. Booth said the disclosures were made as a result of the manner in which the FCC staff questioned Mr. Jones and indicated this knowledge gave him a two-to-three month advance tipoff of what KWK witnesses would say. The KWK counsel claimed this prejudiced the station's position since the credibility of witnesses had become paramount in the hearing.

The examiner denied Mr. Booth's request by stating he could not believe there has been "sufficient prejudice" incurred. Mr. Booth indicated he would appeal to the commission itself.

Under direct examination by the FCC counsel, Mr. Jones said he is still being paid by KWK pursuant to contract and that he will receive a percentage of profits until Nov. 15. Earlier testimony showed that the KWK board of directors fired Mr. Jones on May 15.

Mr. Jones' KWK car and country club membership were assigned Mr. Hamel.

Mr. Jones testified he talked with Mr. Spheeris about holding a treasure hunt. He said he knew "we discussed the problems of early discovery" and said "I know we decided to hide it later in the hunt." Mr. Jones said Mr. Hamel "volunteered" to hide the first prize but he could not recall when.

Mr. Jones testified that when he later learned FCC investigator Leroy Schaff was coming to the station he and Mr. Hamel "agreed to keep our stories the same" and to say the prizes were hidden the first day of each contest when the clues began. He said he thought this meeting was "off the record" and that Mr. Booth had told him to tell Mr. Schaff any official statement would have come from Mr. Booth's office.

Center of controversy in the KWK St. Louis revocation hearing is former General Manager William L. Jones Jr., who said KWK president knew all along that treasure hunt prizes were not hidden at start.

The former KWK general manager told of a meeting of KWK principals in New York Sept. 14-15, 1960, at which his affidavit to FCC was made and signed. He said he told Mr. Spheeris "I wasn't going to tell anyone it (the prize) was hidden the first day" but Mr. Spheeris said "don't worry about it, I'll handle Booth."

Mr. Jones said Mr. Booth did not want to be "specific" in the affidavit and finally asked if it was all right to say the prize was hidden within a week or 10 days. Mr. Jones said he replied "fine" and did not volunteer the correct date nor did anyone ask him.

Later Mr. Jones said he told Mr. Spheeris he didn't think "this was going to fool anybody." Mr. Jones said he was concerned because his signature was on the FCC document but he said Mr. Spheeris told him not to worry because "they're not interested in you. They're interested in the licensee."

Arrival of FCC Team ▪ Mr. Jones said that when two FCC investigators arrived at KWK in January of this year Mr. Booth was not sure he would let him see them but "that morning Mr. Booth decided he was going to cooperate" and let both Mr. Jones and Mr. Hamel be interviewed.

Mr. Jones said he showed Mr. Hamel his (Jones') FCC statement before the separate interviews but that deviations occurred. Mr. Jones said Mr. Spheeris called the next day and said "For God's sake, why can't you guys get your stories straight? Next time I'm going to be there." He said he replied, "Why weren't you here this time?"

Mr. Jones said that as 1961 wore on he talked to Mr. Spheeris "several times" and told him "I was getting more unhappy by the day and I was interested in resigning and getting out of the whole thing." Mr. Jones said he told Mr. Spheeris that if Mr. Hamel "got on the stand you're dead."

In May of this year KWK counsel Mr. Booth and Jack P. Blume arrived at KWK, Mr. Jones recalled, and said Mr. Spheeris told him "we were going to file some sort of an affidavit and if we stipulated doing some wrong we could get out." He said he told the KWK president it was "pretty late" to do this but Mr. Spheeris replied "I don't know, these guys will handle it."

Mr. Jones related that the KWK counsel never got around to talking to him and later Mr. Spheeris called him

to fly to meet him secretly in Milwaukee, where the same interests also operate WEMP, but after repeated on-again off-again calls, he never went.

Talking personally to Mr. Spheeris before the May 15 KWK board meeting, Mr. Jones said that he recalled Mr. Spheeris explained, "Well, you know these crazy attorneys. We'll have to go along with them. You have an attorney and he'll advise you."

Attorney's Advice ▪ At the board meeting on the advice of his attorney, Mr. Jones said he stuck with his original story that the prizes were hidden the first few days of each hunt. He said his attorney advised him "that since Spheeris is involved, he may get you out of this thing."

Two or three days after the board meeting, Mr. Jones said he had dinner with Mr. Spheeris and that the KWK president informed him that the "attorneys had made a deal with the commission" and that if they told that the prizes were hidden late and the persons involved were discharged, KWK "probably would get off without a hearing." Mr. Jones said Mr. Spheeris assured him he would not be involved in any publicity if the case were dismissed and that he would help Mr. Jones relocate and had talked to "other stations" in his behalf.

Mr. Jones also testified Mr. Spheeris also told him he did not want any record of the prize trade deals on the corporate books. Other witnesses explained this was because they were considered "washouts" and, if entered, commissions to certain employes and others would have to be paid even though no cash had been received.

Under cross-examination by KWK counsel, Mr. Jones was questioned in detail about the visit of investigator Schaff in August 1960. Asked if he had made a true statement to FCC in June 1961 to the effect that he did not then talk to Mr. Spheeris because the KWK president was on vacation, he replied "that is correct."

He also was questioned extensively about events surrounding the mid-September 1960 meeting in New York and steps leading up to the decision earlier that year to hold the first treasure hunt. He said he discussed the idea with no one except Mr. Spheeris.

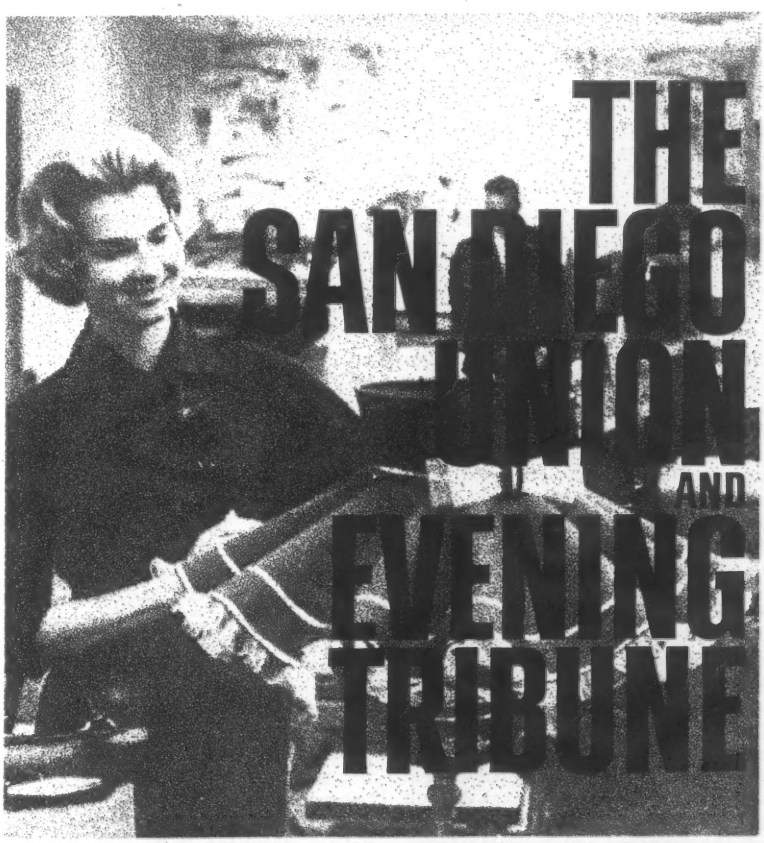
First Sponsor ▪ Mr. Jones told KWK counsel the first treasure hunt contract with the sponsor, 3-V Cola, was for a minimum of four weeks and that there was no guarantee about when the prize would be found. Mr. Jones said the agency and client were told that if the prize were found the first day the contract still was firm for four weeks.

After stating he and Mr. Spheeris then discussed hiding the prize "late" after the contest began, Mr. Jones was unable to recall the specific statements of Mr. Spheeris. But he said he remembered Mr. Spheeris was "a little bit worried" about someone finding the prize and not knowing what it was as had happened to certain other stations.

Pressed by KWK counsel about the discussion, Mr. Jones was unable to say whose idea it was about hiding the prize late, other than "we agreed" it was a good idea. "Whether he told me specifically to hide it late I couldn't say," Mr. Jones replied. He admitted as true his statement to the FCC staff in June that he had made it "clear" to Mr. Spheeris it was his (Jones') intention not to hide the prize before the contest began.

The FCC counsel also took further testimony last week from KWK President Spheeris and also KWK Vice President Hugh K. Boice Jr. and KWK Treasurer John C. Gagliano.

Mr. Spheeris related that after he learned in late March of this for the first time from Mr. Hamel that the prizes were not hidden at the start of the treasure hunts, he mentioned it to Messrs. Boice and Gagliano and instructed KWK counsel to make a special investigation. He said he did not



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With furniture-household-appliance store sales of more than $83 million last year, San Diego County ranked 11th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$83,148,000
SAN FRANCISCO, CALIFORNIA	$83,088,000
DADE (MIAMI), FLORIDA	$78,271,000
KING (SEATTLE), WASHINGTON	$66,496,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

tell counsel what Mr. Hamel had divulged because he wanted to learn the truth and not accuse anyone prematurely until it could be learned.

Mr. Spheeris related that later after the KWK attorneys interviewed Mr. Hamel he did not discuss the subject with Mr. Jones "on advice of counsel." He said the attorneys did not interview Mr. Jones because there was possible perjury involved and they wanted to protect the rights of both Mr. Jones and Mr. Hamel.

Mr. Spheeris said he did not learn of investigator Schaf's August 1960 visit to KWK until after he returned from vacation and Mr. Jones told him about it. He said Mr. Jones minimized it and suggested former employes might have been responsible. Mr. Jones told him that when the investigator had arrived he called KWK counsel and was instructed to cooperate, Mr. Spheeris related.

Boice Testimony ▪ Recalling the September 1960 meeting in New York when Mr. Jones' affidavit to the FCC was prepared, Mr. Boice said that upon "repeated questioning" and "crossfire" Mr. Jones said the treasure hunt prizes had been hidden the "first or second" day of the contests. Mr. Boice said it was "disturbing to me he couldn't give me an exact date."

Mr. Boice introduced a subsequent letter from Suzayne C. Cleaveland, WEMP corporate secretary, which contained a notation Mrs. Cleaveland was understood to have made in her diary concerning the April 1960 WEMP board meeting.

Read by FCC counsel, it said "AMS fed to gills with WLJ. Thinks we should fire if FCC lawyers get together in D. C. on Monday and decide he's fly in the ointment. Inferred has lied re time of capsule."

Mr. Boice, however, said he did not recall that Mr. Spheeris had stated anything to this extent during the WEMP meeting.

Mr. Gagliano testified that in May 1960 Mr. Jones had mentioned the treasure hunt idea to him and he said he cautioned Mr. Jones to be sure to get "clearance" from Mr. Spheeris before starting it. During the September 1960 New York meeting he recalled KWK counsel Booth gave Mr. Jones "a pretty rough time."

Robinson denied grant of am without hearing

The FCC refused to grant without hearing an am station in Holly Springs, Miss., to multiple radio-station owner Aaron B. Robinson last week and so dismissed his application, an alternative he had requested. The application was set for hearing on grounds that Mr. Robinson had too great a concentration of stations in one geographic area. Commissioner Rosel H. Hyde dissented to the necessity of a hearing.

Mr. Robinson told the FCC Holly Springs needs an "outlet for local self-expression" but said that if he could not be spared the expense of a hearing, he would not prosecute the application. He said the area is not sufficiently economically promising.

Stations in which Aaron Robinson has majority interest: WDXI-AM-TV Jackson, WDXE Lawrenceburg, WDXN Clarksville, WENK Union City, WTPR Paris, all Tennessee, and WCMA Corinth, Miss.

More federal reins needed, ACLU claims

Broadcasting needs more government supervision, not less. This was the theme of comments by the American Civil Liberties Union on the FCC's proposed changes in program reporting forms. The brief denies critics' contentions that the new forms constitute censorship and maintains that, to the contrary, by easing some of "the tremendous commercial pressures" on broadcasting they would be an antidote to the industry's own "censorship in reverse." This is the "censorship" which, ACLU maintains, often keeps "controversial and stimulating material" off the air.

There are many "fine programs" and some broadcasters who apparently want to improve their output, ACLU continues. But on the whole "television has hardly tapped its great potential to benefit society" and FCC Chairman Newton Minow was "all too accurate" when he called tv a "vast wasteland."

Rating 'Tyranny' ▪ The brief strikes out at "the tyranny of the rating system" which has "raised mediocrity to star status" and "virtually stifled original incentive," and at the "sponsorship criteria" which leaves "even the most imaginative broadcaster somewhat at the mercy of the sponsor," who in turn puts his faith in the ratings.

"We all know," ACLU says, "that the process almost invariably leads to the same conclusion: less public affairs programming, especially in prime time, less cultural programming, more, and still more, of the tawdriness which now fills our screens. The system and the sponsor have proven victorious all too often, and, even more often, have provided the cautious and profit-seeking broadcaster with an all too convenient excuse for not meeting his obligations to the public."

The South Dakota Broadcasters Assn. also told the commission that small stations would find it very difficult and prohibitively expensive to comply with the proposed programming forms and logging requirements. SDBA complimented the FCC for attempting to "modernize" the forms and at the same time asked the agency for more simplification and less paper work.

GE, WBC STATIONS

Union cites antitrust case in asking license refusals

A new wrinkle was thrown into the FCC deliberations on whether to renew the broadcast licenses of General Electric Co. and Westinghouse Broadcasting Co. last week when the United Automobile Workers urged the FCC not to renew the licenses or those of "any other corporation found guilty of violating the antitrust laws."

In a letter to commission Chairman Newton N. Minow, the UAW said that any company which "knowingly or wilfully" engages in price fixing should not be rewarded with "lucrative franchises." The letter cited the Landrum-Griffin bill which denies certain rights to union members "who have been convicted for violating laws against society" and said that the same principle should be applied to management.

Copies of the letter were sent to Commissioners T. A. M. Craven, Rosel Hyde, Robert E. Lee and John S. Cross, who were erroneously reported by a Washington columnist to have voted formally for renewal of the licenses in question. The GE and Westinghouse renewals were questioned after criminal antitrust convictions of their parent companies and several officers for price fixing.

The case has been before the FCC several weeks but no formal vote has been taken (CLOSED CIRCUIT, Sept. 18, 11). It was not discussed at last week's meeting. GE owns WGY, WGFM (FM) and WRGB (TV) Schenectady, N. Y. WBC, subsidiary of Westinghouse Electric Co., owns WBZ-AM-TV Boston, KYW-AM-TV Cleveland, KPIX (TV) San Francisco, KDKA-AM-TV Pittsburgh, WJZ-TV Baltimore, KEX Portland, Ore., WOWO Ft. Wayne, Ind., WIND Chicago and WBZA Springfield, Mass. The company also has contracted to purchase KLAC Los Angeles and plans to surrender WBZA upon approval.

WNTA-TV sale parties urge quick FCC approval

Both parties to the sale of ch. 13 Newark-New York last week asked the FCC to approve the sale and not to allow protests by New Jersey's Gov. Robert Meyner to delay closing the transaction. The $6.2 million contract between National Telefilm Assoc. and Educational Television for the Metropolitan Area Inc. calls for FCC con-

sent prior to Oct. 29 (BROADCASTING, Sept. 11, July 10).

NTA charged Gov. Meyner seeks to delay approval by "the creation of fanciful questions." The seller rebutted the governor's charge of trafficking, claiming the station's "tremendous losses incurred . . . do not permit any unconscionable profit and perhaps [the sale] may result in no profit at all." NTA pointed out that the educational group's offer was not the high bid for the channel but was accepted because NTA thought bringing etv to the New York area would be in the public interest

ETMA pointed out that it intends to provide etv to New Jersey as well as New York and Connecticut and claimed that such a grant has ample FCC legal precedent. The etv group said it plans to provide community service for Newark and to give its residents and officials opportunity for self-expression. "It is clearly unfair to deny Newark as well as the rest of the metropolitan area its only opportunity" for etv, ETMA pleaded.

ORLANDO INITIAL DECISION

Recommends ch. 9 grant be voided and that Mid-Florida be disqualified for 'ex parte'

Chief FCC Hearing Examiner James D. Cunningham recommended last week that the June 1957 grant of ch. 9 Orlando, Fla., to Mid-Florida Tv Corp. (WLOF-TV) be declared void and that the applicant be disqualified completely from further consideration.

"Mid-Florida was not and could not . . ." have been unaware of *ex parte* representations to then FCC Commissioner Richard A. Mack and "ratified them," Mr. Cunningham ruled in his initial decision. He said the record, following rehearing of the case late last spring (BROADCASTING, May 29), leads to this "one reasonable conclusion."

There is no evidence that the only other ch. 9 applicant, WORZ Inc., participated in or knew of any improprieties on its behalf and therefore WORZ is not disqualified from receiving a grant, the examiner stated.

Joseph L. Brechner, president of WLOF-TV, immediately expressed "shock" at the examiner's conclusions. "We will file exceptions immediately and the case will be argued before the full commission. At that time we are confident that the commission will reverse the examiner . . ." Mr. Brechner said.

The WLOF-TV president pointed out that Mr. Cunningham found no direct affirmative evidence that any *ex parte* contacts were made with the knowledge and consent of Mid-Florida.

Mr. Cunningham condemned the actions of Orlando civic leader William H. Dial, who admitted contacting Mr. Mack and discussing the merits of the ch. 9 applicants while the case was before the commission. "Dial sought to influence the vote of Mack by creating in his mind the impression that WORZ was an unfit party to receive the tv permit . . .and that it should be issued to Mid-Florida which he represented, notwithstanding the attempted deception by one of its own officers and directors . . ." An original initial decision in 1955 had favored WORZ Inc., relying heavily on testimony that Mid-Florida officer and stockholder Hyman Roth "sought to deceive and mislead the commission."

Unreasonable, Incredible ▪ Mid-Florida's principals denied that they sanctioned Mr. Dial's discussions with Mr. Mack or that they knew of them at the time, Mr. Cunningham noted. "Notwithstanding that there is no direct evidence, as such, rebutting these assertions, they cannot be accepted in light of the record as a whole for they are unreasonable, incredible and contrary to normal human experience," the examiner stated.

"Although Dial considered his repeated *ex parte* approaches to Mack wholly proper, he would not advise the Mid-Florida group under any circumstances. . . . This circumstance would appear to be of significance herein for if Dial had no compunction regarding these approaches . . . it is inconceivable and incredible that, in such a frame of mind, he would not and did not notify the Mid-Florida group by whom he had been retained and with whom he had been working closely. . . ."

The grant is void, the examiner ruled, because Mr. Mack should have been disqualified from voting. None of the present commissioners are disqualified, Mr. Cunningham said, but it is impossible to measure the influence which then Commissioner Mack may have had on them at the time of the grant (the vote was 5-0).

Mid-Florida principals at the time of the original grant included Mr. Brechner, Mr. Roth, John W. Kluge, president of Metropolitan Broadcasting, Harris H. Thompson and approximately 15 others. Mr. Brechner purchased Mr. Kluge's interest (25%) in 1959 for $350,000, and is now the largest single stockholder with 43% of the Class B stock.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE
★ ANDY GRIFFITH
★ DANNY THOMAS
★ GARRY MOORE
★ HAVE GUN WILL TRAVEL
★ G. E. THEATER
★ CHECKMATE
★ RED SKELTON
★ CANDID CAMERA
★ I'VE GOT A SECRET
★ RAWHIDE
★ JACK BENNY
★ BONANZA
★ DUPONT SHOW
★ DENNIS THE MENACE
★ TO TELL THE TRUTH
★ (SYNDICATED)
★ DOBIE GILLIS
★ ED SULLIVAN
★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV
CHANNEL 13
BIRMINGHAM, ALA.

REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

A lot of noise, but little legislation

FCC REVAMP AMONG FEW RADIO-TV BILLS ENACTED THIS SESSION

With Congress packing its bags preparatory to a 3½ month recess, its battle cry, so far as legislation affecting broadcasters is concerned should be, "Wait'll next year."

The legislators made starts on a number of important bills in the first session of the 87th Congress, ignored others completely, and completed action on only a handful.

But one of those that made it through the legislative mill in the eight-month session is an act by which the 87th Congress will be remembered—the reorganization of the FCC.

The legislation, drafted largely by the commission itself, is designed to streamline FCC functions to permit the commissioners more time for important policy considerations. It allows the commission to delegate adjudicatory functions to individual commissioners or lesser employes, and to accept or reject applications for review.

Congress went to work on the bill with considerable verve after the House had rejected President Kennedy's plan to reorganize the FCC. That was defeated largely on the ground that it would have increased considerably the powers of the controversial chairman, Newton N. Minow (BROADCASTING, June 19).

Another important piece of broadcasting legislation sent to the White House was the Celler sports bill, on which the Senate completed action Thursday night (Sept. 21). The bill (HR 9096), in effect, overturns a Federal Court ruling voiding the National Football League-CBS contract, and permits professional sports leagues to negotiate package television pacts with the networks (see story, page 56).

Minimum Wage Exclusions ▪ Congress also went along with a long-sought NAB request to remove announcers, news editors and chief engineers employed by small town radio or television stations from provisions of the minimum wage law. The exclusion was written into the 1961 Fair Labor Standards Act.

But those were the only significant measures affecting the broadcasting industry approved in the first session. Still awaiting action are a number of important bills. These include proposals to free broadcasters from the bonds of the equal-time requirements of the Communications Act so that they can give free time to the top candidates of the major parties.

The Senate Communications subcommittee began, but never finished, hearings on a bill (S 204), introduced by Sen. Warren G. Magnuson, which would make permanent the 1960 suspension of Sec 315, which applied to presidential and vice presidential candidates.

These hearings will undoubtedly be resumed in the second session. And when they are, they will involve a second, and broader, political broadcasting bill (S 2035), introduced by Sen. John O. Pastore (D-R.I.) in June. This one would apply to candidates for U. S. senator, congressman and governor, as well as president and vice president.

Hearings bearing on the future of Sec. 315 were held also by the Senate Commerce Committee's Watchdog Subcommittee. For three days last April the subcommittee, which policed the industry in connection with the liberalization of the political broadcast provisions of the Communications Act, heard the FCC and a string of witnesses in an inquiry into alleged broadcaster bias during the 1960 presidential election. The subcommittee has yet to submit recommendations, based on its investigations and hearings, for changes in the law.

Proposals for federal aid for educational television, which have been advanced, in vain, in three previous Congresses, were advanced again in the first session of the 87th—and made considerable progress.

As it has in the past three Congresses, the Senate approved a proposal by Sen. Magnuson to grant each state up to $1 million for educational television facilities. The House approved an etv bill (HR 132) of its own, which provides for federal grants totalling up to $25,500,000 on a matching-funds basis.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), was approved by the House Commerce Committee late in the session, then pigeon-holed in the Rules Committee during the closing rush of House business. Indications were that it would get to the floor next year.

Unfinished Business ▪ Other bills which were the subject of hearings, but failed to make it through Congress included measures to:

- Create a five-man commission to study and report on the manner in which the spectrum space is allocated, (hearings begun by the Senate Communications Subcommittee).
- Reimburse major political parties up to $1 million, and minor parties up to $100,000, for radio-tv time purchased in behalf of their presidential candidates (shelved by Senate Rules Committee).
- Permit radio and television coverage of House committee meetings (killed by House Rules Committee).
- Eliminate the oath requirement on certain FCC documents (passed the Senate, but remained in committee in the House).
- Require licensees to maintain and illuminate abandoned radio towers (passed the Senate, but remained in committee in the House).
- Extend the hours of daytime-only radio stations (still in House Commerce Committee).
- Require high ethical standards on the part of FCC and other regulatory agency members (still in House Commerce Committee).

Confirmations ▪ The first session of the 87th Congress also saw the Senate confirmation of such key New Frontiersmen as FCC Chairman Minow; former CBS news commentator Edward R. Murrow, as director of the U. S. Information Agency; and Paul Rand Dixon, as chairman of the Federal Trade Commission.

In addition, Capitol Hill produced

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STATION
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COMPLETE
FAMILY SERVICE
PROGRAMMING
WPOP
Phillip Zoppi
General Manager
Adam Young, Inc.
Nat'l Rep.
A TELE-BROADCASTERS STATION

its quota of eye-catching hearings affecting the broadcasting industry. The Senate Juvenile Delinquency Subcommittee's investigation of television's influence on youthful viewers produced some juicy headlines, and promises to produce more before they are concluded.

Congressional interest in U. S. satellite communications policy was made clear when four committees held hearings on the subject. Additional committees are expected to get into the act.

A congressional report that had long been awaited with some uneasiness by the broadcasting industry turned out to be nowhere near as explosive as some had expected. This was the broadcast-ratings report, prepared for the old House Oversight Subcommittee by a committee of the American Statistical Assn. The report said rating services were guilty of some errors but, on balance, did a competent job.

During the final weeks of the session, two new issues arose that are certain to provide fodder for controversial hearings next January. Both involve the FCC—its proposals to break down 13 clear channels and to delete vhf channels from eight markets in the commission's deintermixture plan.

'Big Sister' may be listening at the FCC

Persons telephoning the FCC might be wise to ask whether their calls are being monitored. According to a report of the House Government Operations Committee, the commission is one of 33 government agencies (out of 37 surveyed) that permit the practice.

Furthermore, the committee said the commission is one of 21 agencies that have no regulations concerning telephone monitoring, and is one of 16 that does not require the caller be notified a third party is listening.

Listening-in at the FCC is done by secretaries, according to the report. Many other agencies use electronic devices. FCC Chairman Newton N. Minow told the committee's Government Information Subcommittee, which prepared the report, that the commission has no regulations concerning monitoring because it never believed that this concept included secretaries listening in on phone calls.

The report recommended that monitoring be tightly controlled by regulations which would require that:

- Telephone eavesdropping be banned.
- The use of recording devices be banned unless advance notice is given the other party.
- Callers be notified whenever a secretary is placed on the line "for any purpose."

The report noted that the FCC staff members, as a result of the subcommittee's inquiries, have begun formulating rules governing telephone monitoring. The committee appeared particularly irked that, of all agencies, the FCC, which is "charged by law with the duty of regulating interstate and foreign commerce in communication," doesn't regulate telephone monitoring by its own personnel and permits the practice without requiring that the caller be warned.

AT&T RATE CHANGES

If approved, will jump wire-service costs 19%

Radio and tv stations which use AP or UPI wire services would have to pay about 19% more, if proposed charges filed by AT&T's Long Lines Dept., Sept. 14 are adopted.

The AT&T submitted proposed new tariffs for private line usage in conformity with FCC instructions following the issuance of an initial decision in the long-pending private-line telephone and teletypewriter service investigation. The initial decision was issued last July and recommended that private-line telephone charges be reduced, while private-line telegraph service charges be increased—to give AT&T a net increase of $1.5 million for these services.

Instead of a $1.5 million increase, AT&T Assistant Vice President C. F. Nelson said, the changes would result in a decrease of $308,000.

Commercial private telephone line users would pay 2.1% more, and government users 7.8% less. The largest jump, according to AT&T estimates, would be for press channels: a 19% jump.

UPI calculated that the proposed tariffs would increase its costs by $738,000 a year—18%.

One of the reasons for the discrepancy between the FCC's estimates and the actual figures, AT&T said, was that the commission based its figuring on 1955 revenues, while the proposed charges are based on 1961 revenues.

The AT&T noted that it was submitting the proposed rates at the FCC's instructions. The private line case has been going on since March 1956. The revenues involved for the telephone company are about 2% of its total.

WLW cancels union show; UAW protests

The United Automobile Workers is aroused at WLW Cincinnati and Sen. Philip A. Hart (D-Mich.) has added his voice to the union's in protesting the Crosley station's decision not to renew a union program.

The program, *Eye Opener* with Guy Nunn, has been running on WLW and 16 other radio stations for the past year. It is a taped commentary of news from a liberal and labor viewpoint, running 30 minutes and heard five times a week on WLW from 7 p.m. to 7:30 p.m.

UAW officials said that when it asked last month that the program be renewed WLW replied that it was unacceptable and would be replaced by a sustaining news program. This information, the union claimed, was received Sept. 7, just four days before its contract with WLW expired.

The union said it complained to the FCC at this "abrupt" cancellation and that the FCC had informed it that the station had been asked for its version of the affair.

Crosley President R. E. Dunville told the FCC that the union program was not cancelled; the 52-week contract was not renewed. A substitute program, more in the public interest, Mr. Dunville said, was *Conference Call,* comprising five minutes of NBC news plus discussion of day's events by news editors of Crosley stations.

Rochester stay requests refused by commission

Realignment of tv station ownership in Rochester, N. Y., was okayed by the FCC for the second time last week when the agency refused to grant a stay requested by the National Assn. of Broadcast Employes & Technicians (AFL-CIO) and the American Federation of Tv & Radio Artists (BROADCASTING, Sept. 18, 11). Still pending is a petition by the unions for reconsideration.

The $6.5 million transaction involves the purchase of Transcontinent Tv Corp.'s WROC-TV ch. 5 by ch. 10 sharetimers WVET-TV (Veterans Broadcasting Co.) and WHEC-TV (Gannett newspapers). WVET-TV will relinquish ch. 10 and operate on ch. 8, recently shifted from Syracuse to Rochester, with ch. 5 going to Syracuse, in rulemaking which added third vhf's to both cities.

In denying the union appeal, the commission said that the petition for stay did not show that irreparable injury will be sustained by the public or the unions pending FCC consideration of the NABET-AFTRA petition for reconsideration.

Set sales, production drop sharply in July

The vacation month of July caused production and sales of radio and tv to drop drastically—with radio plunging to a low for the year, and tv the lowest since January.

Production and sales figures for the seventh month of 1961 and 1960, as reported by Electronic Industries Assn.:

PRODUCTION

Period	Radio	Tv
Jan.-July 1961	8,567,689*	3,184,514**
Jan.-July 1960	9,414,879	3,231,898

SALES

Jan.-July 1961	5,088,031***	3,027,975
Jan.-July 1960	4,451,721	3,050,385

* Includes 2,701,919 auto radios, and 404,709 fm radios, compared with 3,651,000 auto radios and 494,540 fm radios in 1960.

** Includes 171,065 tv sets with uhf, compared with 259,468 tv with uhf in 1960.

*** Excludes auto sales.

Two new Collins plants to be ready by Oct. 15

In line with a series of expansion developments, Collins Radio Corp., Dallas, has announced a tentative completion date of mid-October for the construction of two new facilities said to cost in excess of $2.3 milion.

One of the projects, a $1.8 million manufacturing building with 117,000 square feet of space, will house special product manufacturing and assembly functions. The other is a 24,000 square foot antenna research structure.

Some 25 key antenna research engineers and scientists from Collins' Cedar Rapids, Iowa, facilities will form the nucleus of the group to occupy the new antenna facility at Richardson, Texas.

Both are nearing completion on Collins' 230-acre site adjoining the $1.7 million Texas Div. research and development structure completed in 1958.

Cameraman demonstrates new lightweight video-tape camera which was developed specifically for taping on-location commercials. The camera is handled like a U. S. Army bazooka anti-tank weapon.

MGM Telestudios' new portable tv camera

MGM Telestudios has developed a lightweight, hand-held tv camera, which is said to facilitate the taping of commercials on location. The new equipment—a 40-pound, stripped-down version of the standard studio image orthicon camera—is fitted with a bazooka-type grip and is operated in the same manner as the military weapon. The cameraman holds it with one hand, braces it on his shoulder and sights through a specially-built finder.

George K. Gould, president and general manager of the MGM-TV subsidiary, claims the new camera produces commercials of equal quality to ones shot with standard video tape equipment. He says the camera, which is equipped with a Zoomar lens, solves the former taping problem of shooting in cramped quarters on location. MGM Telestudios' easy-to-handle camera, he explains, can be used in the middle of a stream, from a moving outboard motorboat, or from the top of a cliff. When in use in a tight and fairly inaccessible location, it's hooked to power control equipment by a thin, flexible, 1,000 foot line.

Telestudios, which MGM-TV purchased from National Telefilm Assoc. last May, has spent the summer producing taped on-location commercials for tv from a Bucks County, Pa., farmhouse base (BROADCASTING, July 24). The company also has been using a variation of Ampex's Inter-Sync one-camera editing technique (BROADCASTING, Dec. 5, 1960, et seq).

Crosby-Telectronics sues

Crosby-Telectronics Corp., Syosett, L. I., N. Y., has filed patent infringement suit against General Electric Co. in U. S. District Court for Southern District of New York. Crosby claims GE infringed on its patent covering method and equipment necessary for broadcasting and reception of stereophonic fm. Crosby in Sept. 7 filing asserted its patent, granted in 1958, is only one which relates to FCC-approved multiplex stereophonic broadcasting method.

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ASCAP income up only slightly this year

DROP IN BUCKET TO WHAT IT COULD BE, MEMBERS TOLD

In the first seven months of this year, ASCAP had domestic income of $19,683,306, West Coast members were told Thursday in an interim treasurer's report. The figure is virtually identical with the income of $19,668,982 for the same period of 1960. After expenses amounting to just under 20% of the income, $15.8 million was left for distribution to members. Distributions of approximately $6.5 million each were made in April and July. There was also a distribution of $1.1 million from foreign royalties in May and another of about $3.4 million is anticipated for December.

Irving Caesar, chairman of the ASCAP executive committee, who read the treasurer's report, commented that this income was only a drop in the bucket to what it might be.

He noted that if a tax of a penny every other week were levied on every radio and tv receiver in the land for the music they provide, this would produce an annual revenue of $100 million. In times of rising costs like the present, he said, ASCAP must always be on the lookout for new sources of revenue. ASCAP President Stanley Adams, however, reported that the television broadcasters, whose ASCAP contracts expire at the end of the year, are more likely to make an effort to get a reduction in the fees they are paying for the use of ASCAP music than to go along with any move to increase them.

A change in the manner of calculating broadcast performance credits, with stations being asked to submit logs to ASCAP for it to use in place of the tapes it now uses, is under consideration, Mr. Adams told the West Coast membership. The change would cut the cost of figuring credits, he said, and it would also reduce the chance of failure to identify performances properly. Unlike BMI, which already uses logs in the compilation of its performance credits, ASCAP would not notify stations in advance of the time for which they will be asked to supply logs to ASCAP, he stated.

Since Feb. 28, Mr. Adams reported, ASCAP has added 214 writer members and 127 publisher members. Total membership is now 5,556 active writer members and 1,847 active publisher members, plus 669 non-participating writers.

Allied Artists releases 40 post-'50s to tv

The newly formed Allied Artists Television Corp. announced last week that the company is placing into distribution a package of 40 post-1950 feature films, 12 of which are in color.

Robert B. Morin, vice president and general sales manager, said the package includes "The Phoenix City Story," "Face of Fire" and "Cow Country." He noted that Allied Artists Television, a wholly owned subsidiary of Allied Artists Corp., is the successor company to Interstate Television Corp., and will handle all series and feature pictures formerly distributed by Interstate.

James C. Stern, formerly with United Artists Associated, last week was appointed central division sales manager for Allied Artists Television Corp. He will locate his headquarters in Chicago.

TvQ's top ten for August by age

Rank	Program	Total Audience TvQ*	Age Group 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Bonanza (NBC)	50	57	63	44	45	50
2	Real McCoys (ABC)	45	60	46	34	44	47
3	My Three Sons (ABC)	43	64	71	38	34	28
4	Gunsmoke (CBS)	42	50	40	35	43	45
4	Wagon Train (NBC)	42	43	44	32	41	51
6	Flintstones (ABC)	41	86	56	32	28	22
7	Perry Mason (CBS)	40	20	24	37	42	56
8	Rawhide (CBS)	38	42	42	34	35	41
9	Route 66 (CBS)	37	40	50	38	31	35
10	Candid Camera (CBS)	35	36	37	35	34	35
10	CBS Reports (CBS)	35	7	14	28	38	47
10	Checkmate (CBS)	35	35	40	36	34	31
10	Father Knows Best (CBS)	35	51	37	30	33	33
10	Rifleman (ABC)	35	47	43	33	28	32
10	Robert Taylor—Detectives (ABC)	35	42	51	34	27	34
10	Thriller (NBC)	35	39	53	40	26	23
10	Untouchables (ABC)	35	34	49	38	33	25
10	Walt Disney Presents (ABC)	35	66	45	20	29	31

*Percentage of viewers familiar with a show who consider it "one of my favorites."

SESAC's sports package sells

SESAC Inc., New York, reports that more than 125 radio and tv stations have purchased its "Instant Sports Music" package, which was introduced three weeks ago, for fall sports programming schedules. SESAC is extending its offer of a special package rate of $19.95. The package consists of 10 high fidelity albums containing more than 100 selections of band music for use on scoreboard shows, half-time ceremonies, etc.

Film sales...

Everglades (Ziv-UA): Sold to Rodenbergs Supermarket for WUSN-TV Charleston, S. C., and WKJG-TV Ft. Wayne. Also sold to: WNBC-TV New York; WRGB (TV) Schenectady; WTIC-TV Hartford, Conn., and KYTV (TV) Springfield, Mo. Now in more than 45 markets.

Blockbuster film package (Jayark Films Corp.): Sold to WSTV-TV Steu-

benville, Ohio; WBOY-TV Clarksburg, W. Va.; WRDW-TV Augusta, Ga.; KODE-TV Joplin, Mo.; WRGP-TV Chattanooga, Tenn.; KTAL (TV) Shreveport, La.; WHIO-TV Dayton, Ohio; KTUL-TV Tulsa, Okla., and WITI-TV Milwaukee, Wis. Now sold to 173 stations.

Ripcord (Ziv-UA): Sold to Interstate Life and Accident Insurance Co. for WJBF (TV) Augusta, Ga. Also sold to WCCB-TV Montgomery, Ala.; KIMA-TV Yakima, Wash.; WSVA-TV Harrisonburg Va.; WINK-TV Ft. Myers, Fla.; KGEM-TV Quincy, Ill.; KID-TV Idaho Falls, Idaho., and KBES-TV Medford, Ore. Sold to Kissling's sauerkraut for WRCV-TV Philadelphia, and Seaway Foods Inc. for WEWS (TV) Cleveland. Also sold to WBAP-TV Ft. Worth; KNOE-TV Monroe-West Monroe, La.; KWTX-TV Waco, Tex.; WOAY-TV Oak Hill, W. Va., and KGLO-TV Mason City, Iowa.

Bat Masterson (Ziv-UA): Sold to KGO-TV San Francisco; WNEM-TV Saginaw-Bay City, Mich., and KSYD-TV Wichita Falls, Tex.

Sea Hunt (Ziv-UA reruns): Sold to KTVT (TV) Ft. Worth; WBAL-TV Baltimore; WTOL-TV Toledo; KXLF-TV Butte, Mont.; WHEN-TV Syracuse, N. Y.; KVAL-TV Eugene, Ore.; KSYD-TV Wichita Falls, Tex.; WCCA-TV Columbia, S. C.; WILX-TV Lansing, Mich.; WREX-TV Rockford, Ill.; KCRG-TV Cedar Rapids, Iowa; WKOW-TV Madison, Wis.; WBAY-TV Green Bay, Wis.; WUSN-TV Charleston, S. C.; WCCB-TV Montgomery, Ala., and KCMT (TV) Alexandria, Minn.

Riverboat, Suspicion, Cimarron City and *Overland Trail* (MCA-TV): Sold to KJEO (TV) Fresno, Calif.; KID-TV Idaho Falls; KNOE-TV Monroe-West Monroe, La.; WKST-TV Youngstown, Ohio, KODE-TV Joplin, Mo.; WMCT (TV) Memphis; KTRK-TV Houston; WLKY-TV Louisville, and KTTS-TV Springfield, Mo. Now in more than 70 markets.

A-Okay's From U.A.A. (United Artists Associated): Sold to WCBS-TV New York; WNBQ (TV) Chicago; WJAR-TV Providence, R. I.; KLZ-TV Denver, and WCCO-TV Minneapolis-St. Paul.

Films of the 50's Vol. 1 (Seven Arts Associated): Sold to KVIP-TV Redding, Calif., WNAC-TV Boston, and KVIQ-TV Eureka, Calif. Now sold in 106 markets.

A Way of Thinking (Banner Films Inc.): Sold to KCOP (TV) Los Angeles; WSB-TV Atlanta; KONO-TV San Antonio; KTVI (TV) St. Louis; KOTV (TV) Tulsa; WKY-TV Oklahoma City; WDBO-TV Orlando, Fla.; KGNC-TV Amarillo, Tex.; KCPX-TV Salt Lake City; WTVJ (TV) Miami, and WLOS-TV Asheville, N. C. Now sold in 34 markets.

Whiplash (Independent Television Corp.): Sold to Consumers Cooperative Assn. of Kansas City for Sioux City, Iowa; Topeka, Kan.; Ames-Des Moines, Iowa; Ft. Dodge, Iowa; Great Bend, Kan.; Wichita-Hutchinson, Kan.; St. Joseph, Mo.; Lincoln, Neb.; Sioux Falls, S.D.; Rapid City, S. D., and Kearney-

COLOR CASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 25-29, Oct. 2-4 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Sept. 25-29, Oct. 2-4 (6:30-7 a.m.) **Continental Classroom,** American Government.

Sept. 25-29, Oct. 2-4 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 25-29, Oct. 2-4 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 25-29, Oct. 2-4 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 25-29, Oct. 2-4 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 25-29, Oct. 2-4 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 25, Oct. 2 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell, American Home Products through Ted Bates.

Sept. 26, Oct. 3 (7:30-8:30 p.m.) **Laramie,** part.

Sept. 27 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 28 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty, and Buick through Leo Burnett.

Sept. 29 (9:30-10:30 p.m.) **The Bell Telephone Hour,** The Bell System through N. W. Ayer.

Sept. 30 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 30 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 30 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 30 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Sept. 30 (9 p.m. to conclusion) **Saturday Night at the Movies,** "The Snows of Kilimanjaro," part.

Oct. 1 (4:30-5 p.m. approx.) **Patterns in Music,** sust.

Oct. 1 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 1 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-nut Gum through Young & Rubicam.

Oct. 1 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman-Kodak through J. Walter Thompson.

Oct. 1 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Oct. 4 (10-10:30 a.m.) **Say When,** part.

Oct. 4 (11:30 a.m.-12 noon) **Concentration,** part.

Oct. 4 (12-12:30 p.m.) **Truth or Consequences,** part.

Oct. 4 (1-4 p.m.) **World Series,** Chrysler through Leo Burnett; Gillette through Maxon.

Oct. 4 (6:45-7 p.m.) **The Huntley-Brinkley Report,** Texaco through Cunningham & Walsh; R. J. Reynolds through William Esty.

Oct. 4 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty; National Biscuit through McCann-Erickson; Ford through J. Walter Thompson.

Oct. 4 (8:30-9 p.m.) **The Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Oct. 4 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 4 (10-11 p.m.) **Theater '61,** American Gas Assn. through Lennen & Newell.

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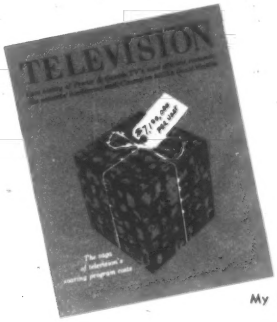

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Films of the 50's Vol. II (Seven Arts Associated): Sold to KTVU (TV) San Francisco-Oakland, Calif.

CBS Films to syndicate WBBM-TV 'talk' program

CBS Films, a tv film syndicator which has made a success of selling off-network comedy shows, is now trying its hand at syndicating a station "talk" show.

The CBS stations Division subsidiary has announced that it is syndicating *At Random*, a late-night talk program produced by CBS-TV's owned-and-operated Chicago station, WBBM-TV. The 90-minute weekly show, now in its third year on the Chicago station, has already been sold to six stations. It's currently programmed at 12:15 p.m. to 1:45 a.m. Saturday-Sunday. Newspaper columnist Irv Kupcinet is moderator and plays host to celebrated guests who discuss important and lively topics of the day.

CBS Films is offering stations a complete 90-minute video tape version of each program a week after its original showing on WBBM-TV. Stations which have bought the show are KCOP (TV) Los Angeles, WSB-TV Atlanta, KSD-TV St. Louis, WGAN-TV Portland, Me., WTMJ-TV Milwaukee and WFBM-TV Indianapolis. Four of the stations are programming the conversation series instead of their schedule of feature films.

The syndication firm has sold numerous off-network comedy shows in past years. Among its best-sellers are *Amos 'n' Andy, Our Miss Brooks, Sergeant Bilko, The Honeymooners,* and *I Love Lucy.* This year, besides *At Random,* CBS Films has syndicated such backlog programs as *December Bride, Angel, Deputy Dawg,* and *Wanted—Dead or Alive.* With the exception of the last named, all are comedy series.

'Highly mobile' sales plan at Official Films

Official Films Inc., New York, has a new method of selling its syndicated properties. Each salesman may now attempt to make a sale in any area of the country, not necessarily his own territory.

Seymour Reed, Official Films president, said per-unit cost of sales has dropped in proportion to the amount of sales being made, although over-all sales costs have risen. Salesman venturing out of their areas coordinate their trips with the company sales manager, Mr. Reed said. He added that as a result of this "highly mobile" operation, sales on its latest programs—*Peter Gunn, Yancy Derringer, Mr. Lucky* and *Wire Service*—have risen to a total of 55 markets in the two months they have been in distribution.

Twelve new markets have signed for the series, Mr. Reed said. They are KLZ-TV Denver; WISN-TV Milwaukee, WSM-TV Nashville, WXEX-TV Richmond, WFMJ-TV Youngstown, Ohio; WLUK-TV Green Bay, Wis.; WCTV (TV) Tallahassee, KKTV (TV) Colorado Springs, KLAS-TV Las Vegas, KOLN-TV Lincoln, Neb., and WKYT (TV) Lexington, Ky.

INTERNATIONAL

A possible headache from Rome

INTERNATIONAL MEET TO STUDY BROADCASTER PAY TO RECORD MAKERS

A worldwide conference for the international protection of performers, record makers and broadcasters gets underway in Rome Oct. 10 and it could spell trouble for U. S. broadcasters.

The meeting, under the sponsorship of three international organizations, will consider a draft of an international convention drawn up by a group of experts last year. No U. S. broadcaster or representative was present at this preliminary meeting.

The Rome meeting, which will run Oct. 10 to 26, is under the auspices of the International Labor Office, the United Nations Educational, Scientific & Cultural Organization, and the International Union for the Protection of Literary and Artistic Works (Berne Bureau).

Scheduled to attend the conference as the representative of the U. S. broadcasting industry is Robert Evans, CBS attorney. Sydney M. Kaye, chairman of BMI, is scheduled to attend for that organization. Herman Finkelstein will represent ASCAP.

Sticky Clause ▪ Perhaps the most upsetting provision in the draft convention is Article 11. This would require broadcasters to pay record makers for the use of their "phonograms." This is the term used in the draft meaning phonograph records.

Another provision gives performers the right to prevent the broadcasting or recording of live performances without their consent.

A clause approves the right of record manufacturers to authorize or prohibit the recording of their records either directly or when broadcast.

The draft contains another provision

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And Others

Brown warns of Canadian-content dangers

Canadian broadcasters were urged by one of Canada's largest advertisers to resist restrictions by regulatory bodies which can alienate station audiences. Donald A. Brown, advertising manager of Colgate-Palmolive Ltd., Toronto, told the French-language radio and television broadcasters: "I am against forcing an audience to listen to substandard juvenile programs because of Canadian content regulations.

Too many Canadian shows fall into this category," he told the French-language Radio and Tv Broadcasters Assn., holding its first meeting outside Quebec Province at Toronto Sept. 9-13. "You must give the audience what they want, and make them want what you give them," he said.

Regulations were necessary and often in the best interests of those regulated, but too often the voice of the industry is not heeded by those making the rules, Mr. Brown said. (Radio broadcasting regulations in the program field are currently being revised by the Canadian Board of Broadcast Governors, following public hearings on the subject late in August.)

The French-language broadcasters' meeting was under the chairmanship of D. A. Gourd, CKRN-AM-TV Rouyn, Que. At the business session Henri Audet, CKTM-TV Three Rivers, Que., was elected president and Auriele Pelletier, CHRC Quebec, Que., vice president. Directors elected: Paul L'Anglais, CFTM-TV Montreal; Dumont Lepage, CFRG Gravelbourg, Sask.; Conrad Levigne, CFCL-AM-TV Timmins, Ont.; Raymond Crepeau, CJMS Montreal; and Andre LeCompte, CJBR-AM-TV Rimouski, Que.

which authorizes broadcasters to approve or prohibit the rebroadcast of their broadcasts or recording of their broadcasts.

Hague Meeting ▪ Thirty experts participated in the meeting at The Hague on May 2-20, 1960. They represented 16 countries. From the United States were:

Arthur Fisher, then U. S. Register of Copyrights; Henry W. Wiens, then deputy assistant Secretary of Labor; and Dr. A. Bogsch, legal adviser, U. S. Copyright Office.

Attending The Hague meeting were representatives of the International Federations of Musicians, Actors, Variety Artists, Phonograph Industry, European Broadcasting Union, Film Producers, Literary and Artistic Assn., Authors' and Composers', Hotel, Restaurant and Cafe Keepers, and Intellectual Workers.

The president of the 1960 conference was G. H. C. Bodenhausen, The Netherlands; Mr. Wiens was one of the vice presidents.

The draft treaty was circulated among the governments which participated. As of June 21 there had been no reply from the United States. Other comments by governments included:

- The concept of rebroadcasting should be defined to determine whether this means simultaneous relay or deferred relay (Austria).
- The right of phonograph makers to remuneration should be upheld (Czechoslovakia).
- The provision which forbids use of television broadcast material by third parties charging admission to the public should be reworded to cover users who might derive direct or indirect profit from such viewing (Switzerland).

Names of members of the official U. S. delegation will be known in a week or two.

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Canada rep association to release ad figures

For the first time in 35 years since radio became an advertising medium in Canada, accurate figures as to advertising expenditures will be available later this year. The 12 members of the recently-formed Station Representatives Assn. of Canada, Toronto, Ont., have arranged for independent auditing of industry figures. Data from major radio stations placing national business directly rather than through station representatives, is also being obtained Quarterly and annual figures are expected to be available late in October.

The SRAC is also working on an improved broadcast order form and contract on continuous forms, for possible adoption by all station representatives and advertising agencies. At present only about half the reps and agencies find the standard form suitable to their needs.

New station holdings acquired by Selkirk

Selkirk Holdings Ltd., Edmonton, Alta., recently acquired, for an undisclosed sum, all shares of Interior Broadcasters Ltd., corporate owner of CJIB Vernon, B. C., the Selkirk's annual report states. CJIB owns one-third of CHBC-TV Kelowna, B. C. Both stations have made a profit the past few years. Selkirk Holdings has also increased its interest in CJCA Edmonton, Alta., and now holds 60% of CFAC Calgary, Alta.

Selkirk consolidated net profit declined from $142,820 last year to $118,720 for the fiscal year ending June 30, 1961. The difference is accounted for by inclusion in last year's earnings of certain non-recurring items. The company is changing its fiscal year to end Dec. 31, and says its outlook for the final half of this year is promising. Selkirk also owns CJOC Lethbridge, Alta., and a share of CJLH-TV there. H. E. Pearson, Edmonton, is president, and Gerry Gaetz, managing director.

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MORE CANADIAN TV FOR CANADIANS

Regular CBC-TV fall-winter lineup sold out, network says

Ten Canadian-produced shows occupying six hours of network time will be among the weekly sponsored programs to be seen in Canada this fall and winter on the Canadian Broadcasting Corp. television network. Doug Nixon, director of CBC network programming at Toronto, reports sponsorship of all regular programs for sale on network time, with a number of new sponsors for network programs.

Included in the network schedules are a number of United States network shows, as well as U. S. and British film shows.

In addition to the regular evening programs there is a series of special programs. Trans-Canada Telephone System, Montreal, Que., through McKim Adv. Ltd., Montreal, has four such programs scheduled, starting with a 90-minute Canadian-produced *Pirates of Penzance* operetta on Oct. 2, two *Telephone Hour* shows from NBC, and a dramatic production *Trial by Jury* early next year.

Timex Corp. of Canada Ltd., Toronto, has three one-hour network programs coming from ABC, through Ronalds-Reynolds Co. Ltd., Toronto, Ont. Max Factor & Co., Toronto, through James Lovick & Co. Ltd., Toronto, has scheduled *Tribute to Jack Benny* from CBS on Sept. 27. General Motors Products of Canada Ltd., Toronto, through MacLaren Adv. Co. Ltd., Toronto, has scheduled three CBS programs, *Victor Borge Show* Sept. 27, *Red Skelton Show* Nov. 3 and *Danny Kaye Show* Nov. 6.

Sports Specials ▪ A series of special sports events including football, hockey, and World Series baseball has been sold to a number of sponsors, including Carling Breweries Ltd., Toronto (McKim Adv. and F. H. Hayhurst Co., Toronto); American Motors Ltd., Toronto (McKim Adv., Toronto), British American Oil Co. Ltd., Toronto (James Lovick & Co., Toronto), Imperial Oil Ltd., Toronto (MacLaren Adv. Co., Toronto), Gillette Safety Razor Co. Ltd., Montreal (Maxon Inc., New York), Chrysler Corp. of Canada, Windsor, Ont. (BBDO, Toronto), Dow Brewery Ltd., Montreal (Vickers & Benson Ltd., Montreal), and Imperial Tobacco Co. Ltd., Montreal (Cockfield Brown & Co., Montreal).

Starting Sunday evening, Westminster Paper Co. Ltd., Vancouver, B. C., and Ralston Purina Co. Ltd., Port Credit, Ont. (both through James Lovick & Co., Toronto) sponsor *Hazel;* General Foods Ltd., Toronto (Baker Adv. Co., Toronto) and Pepsi-Cola of Canada Ltd., Montreal (BBDO, Toronto) sponsor a live Canadian show *Parade;* Colgate-Palmolive Ltd. (Spitzer, Mills & Bates Ltd., Toronto), Canadian Kodak Co. Ltd., Toronto (Baker Adv. Co., Toronto), and Singer Sewing Machine Co., Toronto (Young & Rubicam Ltd., Toronto) share *Ed Sullivan Show;* and General Motors of Canada Ltd., Oshawa, Ont. (MacLaren Adv. Ltd., Toronto), sponsors *Bonanza.*

Monday evening Canadian show *Don Messers Jubilee* is shared by Pillsbury of Canada Ltd., Toronto (Leo Burnett Co. of Canada, Toronto) and Massey-Ferguson Ltd. (Needham, Louis & Brorby of Canada, Toronto); General Foods Ltd., Toronto (Baker Adv. Co., Toronto) sponsors *Danny Thomas Show;* Gillette Safety Razor Co. of Canada, Montreal, and Ford Motor Co. of Canada Ltd., Toronto (Vickers & Benson Ltd., Toronto) share Canadian quiz show *Live a Borrowed Life;* and the *Bob Cummings Show* is shared by Sherwin-Williams Co. of Canada, Montreal (Cockfield Brown & Co., Montreal) and Beecham Products Ltd., Toronto (McConnell-Eastman & Co., Toronto).

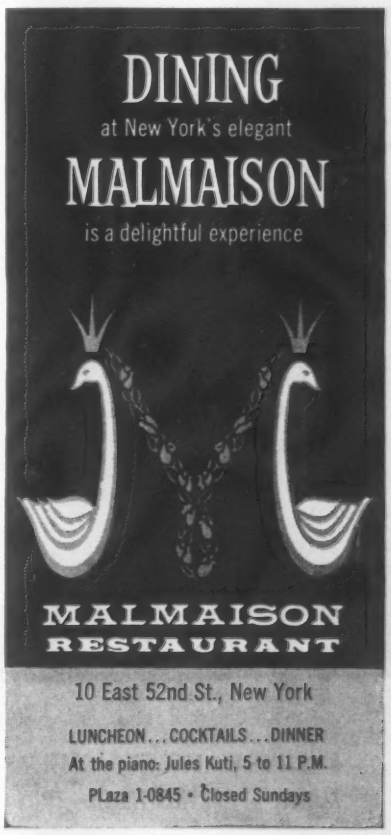
Tuesday Lineup ▪ Tuesday evening the *Garry Moore Show* is shared by Procter & Gamble of Canada Ltd., Toronto (Compton Adv. Inc., New York), Coca-Cola Ltd., Toronto (McCann-Erickson Canada Ltd., Toronto), and Gillette Safety Razor Co. of Canada, Montreal (Spitzer, Mills & Bates Ltd., Toronto); Canadian show *Front Page Challenge* is sponsored by Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto) and Du Maurier Cigarettes Co., Quebec City (Vickers & Benson Ltd., Montreal); with *Red Skelton Show* sponsored by Ford Motor Co. of Canada, Toronto, and S. C. Johnson & Son Ltd., Brantford, Ont. (Needham, Louis & Brorby of Canada, Toronto).

Wednesday evening Kellogg Co. of Canada, London, Ont. (Leo Burnett Co. of Canada, Toronto) sponsors *Huckleberry Hound;* Canadian show *Playdate* is shared by Sterling Drug Mfg. Ltd., Windsor, Ont. (Dancer - Fitzgerald-Sample Inc., Toronto), Philips Electronic Industries Ltd., Toronto (Needham, Louis & Brorby of Canada, Toronto), Procter & Gamble Co. of Canada, Toronto (Leo Burnett of Canada, Toronto) and Coca-Cola Ltd., Toronto; *Perry Como Show* is sponsored by Kraft Foods Ltd., Montreal (J. Walter Thompson Co., Toronto).

Thursday evening *My Three Sons* is shared by Campbell Soup Co. Ltd., New Toronto, Ont. (BBDO, Toronto), and Carnation Co. Ltd., Toronto (Baker Adv. Ltd., Toronto); *The Defenders* has as sponsors Sterling Drug Mfg. Ltd., Windsor, Lever Bros. Ltd., Toronto, Texaco Canada Ltd., Montreal (Ronalds-Reynolds Ltd., Montreal) and Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Adv. Ltd., Montreal).

Friday Schedule ▪ Friday evening the Canadian show *Country Hoedown* is shared by S. C. Johnson & Son Ltd., Brantford, Ont., and Beecham Products Ltd., Toronto; *Car 54 Where Are You?* has as sponsor Procter & Gamble of Canada Ltd., Toronto; Canadian program *Tommy Ambrose Show* is for General Motors of Canada Ltd., Oshawa, Ont.; and *Perry Mason* is shared by Gillette Safety Razor Co. of Canada Ltd., Montreal, Kimberly-Clark Corp. of Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto), Sterling Drug Mfg. Ltd., Windsor, and Noxzema Chemical Co. of Canada Ltd., Toronto (Young & Rubicam Ltd., Toronto).

Saturday evening starts with *Dennis the Menace* sponsored by Kellogg Co. of Canada Ltd., London, Ont., and an unnamed advertiser; Canadian *Hockey* is for Imperial Oil Ltd., Toronto; Canadian show *Juliette* is shared by Imperial Tobacco Co., Montreal, and Procter & Gamble Co. of Canada, Toronto; Canadian sports commentary *King Whyte Show* is sponsored by American Home Products Ltd., Toronto (Young & Rubicam Ltd., Toronto).



Abroad in brief...

'Down Under' upswing ▪ Fremantle International, New York, reports the company has completed sales totalling more than $250,000 in Australia and New Zealand over the past three months. Robert Lapthorne, Fremantle's director of operations in that area, has sold *The Beachcomber* series, *Time Out For Sports* series, and various five-minute programs in Australia. In New Zealand, he has sold *Silents Please, Royal Canadian Mounted Police, Wonders of the World* and *Cartoon Classics.*

Joiners ▪ Eleven Canadian tv stations have joined TvB of Canada, newly formed television bureau. They are CKVR-TV Barrie, Ont.; CJAY-TV Winnipeg, Man.; CKCK-TV Regina, Sas.; CFPL-TV London, Ont.; CJON-TV St. John's, Nfld.; CHBC-TV Kelowna, B.C.; CFCL-TV Timmins, Ont.; CJLH-TV Lethbridge, Alta.; CHAB-TV Moose Jaw, Sas.; CFQC-TV Saskatoon, Sas., and CKBI-TV Prince Albert, Sas.

Changing hands ▪ CFBC Saint John, N. B., is being sold for an undisclosed price to a group of local businessmen, subject to approval by the Board of Broadcast Governors, at its next meeting at Montreal. New owners are James H. Turnbull, A. Norwood Carter and James McMurray. Station manager is R. T. Bowman.

Y&R merge ▪ Young & Rubicam, New York, reports it has merged its Latin American companies with Noble Adv., Mexico City, to form Young & Rubicam Noble. The consolidation involves some 45 clients of Y&R offices in San Juan, Caracas, Mexico City, and Noble offices in Mexico City and San Salvador. Edward J. Noble, president of Noble Adv., becomes a vice president of Young & Rubicam, New York, and president of Young & Rubicam Noble.

Am-fm ban lifted

Early next year the Board of Broadcast Governors will hear applications for new Canadian radio stations, both am and fm, in the eight major markets where second television stations have begun operations in the past twelve months. The BBG is lifting its ban on new am and fm stations for Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

Its first 1962 meeting will hear applicants for stations in eastern Canadian cities, its second meeting for those west of the Great Lakes area.

FANFARE

Spots with name stars tell advertising's role

The radio industry's promotion of advertising's role in the U. S. economy, in cooperation with Advertising Federation of America and the Advertising Assn. of the West, has been supplemented by distributions to stations of a special recording of 14 messages by nine radio stars this month. Earlier this year the radio campaign committee distributed 3,000 live scripts, compared to a total of 669 scripts in 1960.

The AFA announced that the Advertising Recognition Program has enjoyed the widest participation and the best cooperation in the more than 10-year history of the old Advertising Week campaign. The program has gained impetus by new injections of life which the tv, radio and newspaper industries have given this "bread and butter" educational effort this summer. AFA reported that network tv stations are now carrying the messages dozens of times each month, many of them in prime time, while new ads are being readied for newspapers and radio for coverage in depth.

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Drumbeats...

KCBS survey ▪ To find out the pulsebeat of its audience about various subjects, KCBS San Francisco last week invited listeners to mail in cards in response to a question read on the air. The question will be repeated several times during the week with replies due at midnight Friday. They will be analyzed on the *News Conference* on Monday.

Sun-taggers ▪ Members of the American Society of Travel Agents and promotion managers of ABC-TV affiliates will combine efforts in a series of promotions for *Follow the Sun,* new hour-long dramatic series which started Sept. 17 (Sun., 7:30-8:30 p.m. EDT). Travel contests, displays in travel agencies and studios and tv interviews are a few of the planned local promotions. The series stars Brett Halsey and Barry Coe as two free-lance magazine writers in Hawaii.

Fair winners ▪ KNTV (TV) San Jose, Calif., conducted a Match the Badge contest at the Santa Clara County Fair, coinciding with its live and direct telecasts at the fair. Duplicate badges were passed out to different people. If they found each other, they became winners—and recipients of General Electric appliances as prizes.

Treasury workers ▪ Bullwinkle J. Moose and Rocky Squirrel, stars of NBC-TV's animated color cartoon series, *The Bullwinkle Show* (Sun., 7-7:30 p.m. EDT), last week launched the 1961 school campaign for U. S. Savings Stamps. Bill Scott and Jay

Big show ad

What is claimed to be one of the largest advertisements ever devised for a tv show heralds Walt Disney's new NBC-TV color series, *Wonderful World of Color.*

Eastman Kodak Co., alternate sponsor of the series (with RCA), is devoting its giant "Colorama" in the east balcony of New York's Grand Central Terminal to a picture of a family watching Mr. Disney and his new character Ludwig Von Drake on tv. The 16x60-foot transparency will be on display through Oct. 9. *Wonderful World of Color,* (Sun., 7:30-8:30 p.m. EDT) began yesterday (Sept. 24).

Ward, co-creators of the characters, were honored Sept. 18 at a ceremony in Washington. They received a citation of appreciation for their aid in the savings stamp program from Sec. of the Treasury C. Douglas Dillon. Later the same day, Mr. Scott, assisted by his Bullwinkle puppet and voice, was host at a party in the New Senate Office Bldg. for about 350 children of congressmen, cabinet members and other government officials.

Pedal concentration ▪ WINS New York has inaugurated a contest in which listeners must guess the name of a mystery celebrity by hearing a recording of the famous person's footsteps. Besides the actual footsteps, daily clues are given. Winners receive transistor radios, and, if the winning postcards have been stamped by a Thom McAn Shoe dealer, there is a bonus prize of a shoe and hosiery wardrobe.

'We'll do anything for money'

CFRS Simcoe, Ont., offered the station's facilities, without charge, for three days to the Simcoe Kinsmen Club to raise money to pay off a portion of the club's public swimming pool project. It was estimated that $1,500 could be raised in the largely agricultural and tobacco-growing area in the three days.

The Kinsmen went on the air with a marathon and the theme that they would do anything for money. Listeners offered to pay for a variety of stunts, which ranged from the mayor of nearby Delhi shaving the mayor of Simcoe in the local barber shop with stroke-by-stroke report on the air, to a hula-hoop contest on the main street by Kinsmen dressed in women's clothes.

Among stunts which raised sums was the arrest and detention in the local jail of the town's police chief, a Kinsman. Listeners paid to keep him in jail and $300 was raised for the 24-hour detention. A local contractor offered to pay $1,000 if the mayor, two councillors and ten Kinsmen would dig a basement for a house which the contractor was building. Kinsmen were fed spaghetti dinners by Kinettes at the town's main corners. The two undertakers in the community, one of whom is mayor of Simcoe, took turns being led down the main street on a white horse.

These and other stunts were so successful that CFRS had to keep up the marathon for an additional eight hours for which listeners offered to pay $1 per minute the station continued the marathon beyond the first three days.

The $1,500 estimate turned into $5,500, and the station and president Ted Fielder gained a great deal of publicity and goodwill.

Dichter's 'qualitative' profile of KRON-TV

FINDS TV BEST LIKED BUT LEAST RESPECTED MEDIUM

A "qualitative" research profile of KRON-TV San Francisco—and tv in general—has been conducted for the station by Dr. Ernest Dichter, president of the Institute of Motivational Research (Croton, N. Y.).

The study was shown in slide presentation form for agencies in New York for the first time last week.

Among the findings: an emotional disturbance which tv causes among viewers of programs (tv appears to be "best liked" and "least respected" of all media), that is, a gap between what's believed popularly as the medium's potential and the actual viewer "fulfillment."

Dr. Dichter also reported that much of the "disturbed tv climate" comes from a combination of "taste-fatigue" (too much similarity in program types), and what he calls an appeal in level, to the "lowest tv denominator").

KRON-TV got a favorable response among San Franciscans because of its national and local "bi-dimensional nature"; its excellence in news and informational programming, and as an outlet carrying commercials which are better than the average.

Dr. Dichter in his study, the second he's made public in many years (the first such report about three years ago concerned the image of CBS-TV outlets on the west and east coasts), claimed a shift in attitude toward tv commercials. Many viewers regard several commercials with greater interest and a more positive response than even programs themselves.

Among the criteria which upgrade tv commercials as a group on a given station: are helpful, engage interest of the viewer, are cute and clever, exhibit good taste, give information about new products, and existing brands and products. It helps, too, if brands have a "good reputation."

Dr. Dichter maintains that a commercial's "acceptability" hinges on its "ingenuity" (extent people like it), and the extent to which pleases the viewer (and doesn't "insult" his intelligence). He warns that many commercials within one advertiser category are becoming "indistinguishable" as imitation increases after an initial success. People, he said, don't "hate" advertising on tv, but want "better" commercials.

Miami station promotes show on D.C. television

WTVJ (TV) Miami has mailed 1,600 invitations to key government, station and network officials in Washington, calling their attention to the premiere of *Look at America*, a new public affairs series that debuts on WTTG (TV) Washington, Oct. 1 and features the award-winning documentary, "The Plight of Pepito," produced by WTVJ.

Look at America will feature outstanding public-affairs efforts of various stations throughout the country. It was designed by WTTG as a vehicle by which lawmakers and other interested bodies in Washington could have a first hand view at the local program fare being produced elsewhere.

"The Plight of Pepito" was originally shown by WTVJ on July 27 and repeated last month. It also has been selected by the U. S. Information Agency for showing in Central and South America.

The program is a report on the problems of Cuban exiles in south Florida, prepared with the specific intention of creating understanding in their behalf.

At the showing (l to r): Al Constant, KRON-TV station manager; Dr. Dichter; Harold P. See, KRON-TV general manager, and H. Preston Peters, president of Peters, Griffin, Woodward, KRON-TV's representative.

BROADCAST ADVERTISING

Roscoe W. Sturges, vp and supervisor on General Foods account at Young & Rubicam, New York, joins Donahue & Coe, that city, as vp and account executive on Bosco Milk amplifier, Best Foods division, Corn Products Co.

William C. Parker, pr manager, Westinghouse Electric Corp., New York, succeeds **John R. Morris** as manager, public information, Campbell Soup Co., Camden, N. J. Mr. Morris was named vp, marketing.

Tad Jeffery, vp and advertising director, Bulova Watch Co., New York, appointed advertising and merchandising manager, Jell-O division, General Foods Corp., White Plains, N. Y.

Alan Koehler, vp and copy chief, Norman, Craig & Kummel, New York, joins Ted Bates & Co., that city, as copywriter.

Robert Glecker, account media supervisor for General Foods, Time, Johnson & Johnson, P. Lorillard and Kaiser Aluminum at Young & Rubicam, New York, joins BBDO, that city, as account executive on Curtis Publishing Co. account.

Mr. Johns

John Johns, management supervisor, vp and member of board of directors of BBDO, New York, retires at end of this year after completing 34 years with BBDO and predecessor George Ratten Co. For almost 30 years he has supervised F. & M. Shaefer Brewing account.

Charles Strother, tv producer and director of Leo Burnett, Chicago, joins MGM Telestudios, New York, as staff producer. Firm produces commercials on video tape.

Herbert Westphalen, manager, marketing research division, Lennen & Newell, New York, named research account supervisor. **Harry Dale,** marketing research project director, succeeds Mr. Westphalen, and **Marvin Grant,** research department, J. Walter Thompson, that city, from 1959-1961, rejoins L&N as research account supervisor. Mr. Grant previously served as project director, marketing research division at L&N.

Ann del Valle, publicity director of March of Dimes tv film *The Scene Stealers,* and pr director for late Cecil B. DeMille, joins Helen Morgan Co., New York public, press and stockholder relations firm, as partner.

D. Jack Jordan appointed account executive at Tracy-Locke Co., Dallas-based advertising agency.

William G. Bess, most recently on creative staff of Erwin Wasey, Ruthrauff & Ryan, appointed senior creative writer in Los Angeles office of Donahue & Coe.

Mr. Dorkin

Louis Dorkin, account executive, Dancer - Fitzgerald - Sample, New York, elected vp of agency. Mr. Dorkin joined D-F-S in 1953 as member of media department and was named account executive in 1957.

Wallace A. Ross, director of American Tv Commercials Festival and film industry consultant, named to advisory capacity by U. S. Tele-Service Corp., N. Y., tv monitoring service which provides clients with "Photo-Scripts," reproductions of tv commercials from film, tape, kinescope recordings or off-the-air. Mr. Ross will assist in development of new uses for "Photo-Scripts."

William Lynn, program director and supervisor, ABC-TV, Hollywood, joins Young & Rubicam, New York, as radio-tv supervisor.

Jack Sherry, audience promotion director of WKY-TV Oklahoma City, named copy chief of Ackerman Assoc., Oklahoma City advertising and pr firm.

Bob Zschunke promoted to assistant director and media department administrative manager for Campbell-Mithun. He will continue to function as top media planner for all Pillsbury products. **Frank Rolfes,** associate media director for Pillsbury products, promoted to supervisor of all time buying for C-M.

Mr. Rice

Jack E. Rice Jr., vp in charge of new business development, Cunningham & Walsh, New York, elected senior vp. Mr. Rice joined C&W in 1955 as account supervisor on Jaguar car account. Previously, Mr. Rice was advertising director, foreign products branch, Ford Motor Co.

James R. Cronin, copy supervisor of Campbell-Mithun, named radio-tv director of Lilienfeld & Co., Chicago advertising agency.

Richard L. Thompson, advertising manager of Western Condensing Co., Appleton, Wis., which has since become industrial division of Foremost Dairies of San Francisco, joins Chicago office of Clinton E. Frank as account executive.

Jimmie Fritz, vp of Roche-Eckhoff & Assoc., resigns to accept position with Langendorf Bakeries as director of merchandising for southern area.

John L. Gwynn, vp and media director of Erwin Wasey, Ruthrauff & Ryan, Chicago, appointed to new post of media director of agency's central division.

THE MEDIA

Robert L. Dudley, station relations and sales development director, The Meeker Co., radio-tv station representative, New York, elected vp.

Merrill Pietila, formerly with Adam Young, appointed general manager of San Francisco office of California Spot Sales Ltd., west coast radio-tv station representative.

Kenneth Beachboard resigns as manager of WFBC-TV Greenville, S. C. **Wilson C. Wearn,** executive vp of parent corporation, will assume vacated post.

Charles L. Bennis, manager, radio recording, NBC New York, also named director, radio network operations.

Mr. Collipriest

Harold D. Collipriest, general sales manager of KLUB Salt Lake City, named manager of KCPX, that city. Mr. Collipriest started his career in radio as production and continuity director of KLUB and later moved into sales department as account executive.

John DeMarco, program director of KGMB Honolulu, promoted to station manager. He will be succeeded by **John Henry Russell** who had served as air personality at station.

Robert H. Silverman, 11-year veteran of fm broadcasting in New York, named station manager of WTFM (FM) Lake Success, N. Y., which is expected to start operations in October. Owned and operated by Friendly Frost Broadcast Div., Westbury, N. Y., station is reportedly first in U.S. to be built from ground up specifically for stereo fm (BROADCASTING, Aug. 7). Mr. Silverman, who was sales manager of WBAI-FM New York for five years, last year helped organize WABC-FM New York. He began career in 1950 with WABF-FM and in 1952 joined WQXR, both New York, as account executive.

Bruce E. Haight, financial planning

and analysis director, CBS-TV, appointed assistant controller.

John L. Harris Jr., elected vp of Mello-Tone Inc., licensee of WPEX-FM Pensacola, Fla. Mr. Harris, who has been with station since it went on air in 1960, has also been named general manager.

Les Biederman, president of WTCM-AM-TV Traverse City, Mich., elected president of Michigan Assn. of Broadcasters. Others elected were **John Shepard,** general manager of WLAV Grand Rapids, vp, and **Robert Greenhoe,** president of WBCH Hastings, re-elected secretary-treasurer.

Lee Ragan, account executive at KIEV Glendale, Calif., appointed assistant general manager.

Art Fisher, head of sales service, WEAT-TV West Palm Beach, Fla., named director of tv operations.

Hugh F. Del Regno, director of business affairs for NBC-owned stations and Spot Sales Div., New York, appointed director of business affairs of WMAQ and WNBQ (TV) Chicago, NBC stations, that city.

Michael Mango, account executive at *Denver Post*, named general sales manager of KFML-AM-FM Denver.

Jack Barton, member of news staff, KING Seattle, named account executive.

Reid Leath, national sales manager of WIST Charlotte, N. C., named account executive at WWOK, that city.

William Manning, sales manager of KMUR Murray, Utah, named account executive at KCPX-TV Salt Lake City.

Edward R. Wein named general sales manager of WGBA Columbus, Ga.

Bud Gillis, program manager of WLW Cincinnati, promoted to special broadcast services director. He will be succeeded by **Merv Durea,** former promotion manager. Joining staff as promotion manager is **John Burpee,** formerly with WJAR-TV Providence, R. I., in similar capacity.

James W. Bentley, assistant program manager and film buyer for KRON-TV San Francisco, resigns. Future plans have not been announced.

Cheerful Thornhill, executive assistant to station manager of WTTG (TV) Washington, named director of promotion and advertising.

Hal Moore, air personality at WRCV Philadelphia, named production manager, succeeding **Fred Harper,** who resigned to become program manager of WPBS-FM, that city.

Hartenbower named

E. K. Hartenbower, KCMO Kansas City, named chairman of board of CBS Radio Affiliates Assn. last week at organization's eighth annual convention (see page 38). He succeeds **John S. Hayes** of Post-Newsweek stations. **Larry Haeg,** WCCO Minneapolis, was elected vice chairman, and **Joe L. Smith Jr.,** WJLS Beckley, W. Va., secretary-treasurer. **F. Ernest Lackey,** WHOP Hopkinsville, Ky., and **Westerman Whillock,** KBOI Boise, Idaho, were named to join Messrs. Hartenbower, Haeg and Smith on the executive committee. **Michael R. Hanna,** WHCU Ithaca, N. Y., **Robert McConnell,** WISH Indianapolis, and Messrs. Whillock and Smith were named to the committee to arrange next year's convention. Other members of the board are **J. Frank Jarman,** WDNC Durham, N. C., **Joseph K. Close,** WKNE Keene, N. H., and **F. C. Sowell,** WLAC Nashville, Tenn., who were in charge of the 1961 convention arrangements; **A. R. Hebenstreit,** KGGM Albuquerque, N. M., and **Wendell Adams,** KINS Eureka, Calif.

Jerry Kunkel, assistant program manager of WKY Oklahoma City, named program director of KTRN Wichita Falls, Tex. He replaces **Joe Henderson,** who resigned.

Carol Hart joins WEJL Scranton, Pa., as music director.

Tom Bennett, formerly program manager of KDKA Pittsburgh, and production manager of U. of Detroit radio staff, named director of radio program service of U. of Detroit public information department.

Duane Harm, assistant sales manager, ABC-TV Chicago, joins sales staff, Avery-Knodel, station representative, that city.

Ronald A. Rogers and **Vernon Enlow** join KERA-TV, Dallas educational station, as directors. Mr. Rogers formerly served as production assistant and news-film supervisor for CBS-TV and Mr. Enlow was salesman of KVEK-TV Clovis, N. M. Also joining station staff is **Ronald E. Green,** who was named production supervisor. He had previously served as technical director of KUON-TV Lincoln, Neb.

Al Cahill, program director of WPTZ (TV) Plattsburgh, N. Y., joins WAST (TV) Albany, N. Y., as sports director and air personality.

Walter Carlin joins production staff,

NEW YORK CITY'S

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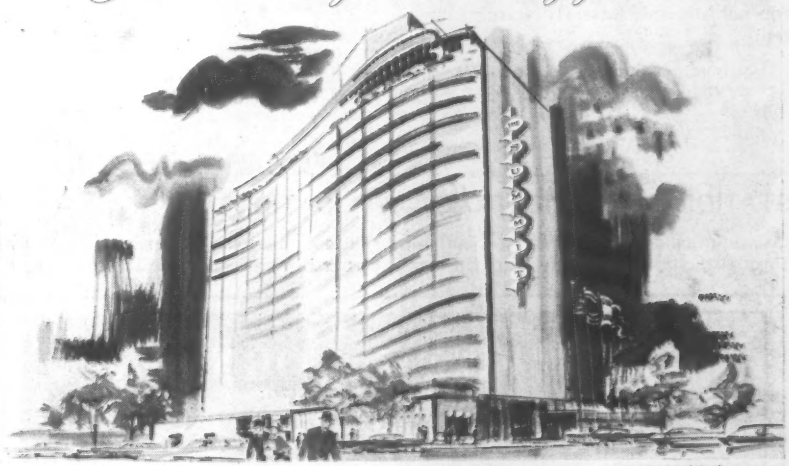

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WNYC New York.

John J. Magan, radio sales staff, Avery-Knodel, station representative, New York, joins WNBC, that city, in similar capacity.

GOVERNMENT

Mr. Bayley

Edwin R. Bayley, information director for Peace Corps, appointed special assistant in White House News Office. He will be in charge of development of special projects, such as long-term projects involving tv and magazines. He will also represent News Office on various informal interdepartmental committees dealing with information.

Jack Melville Whitney II, partner in Chicago law firm of Bell, Boyd, Marshall & Lloyd, named member of Securities and Exchange Commission by President Kennedy. Mr. Whitney, whose appointment was confirmed by Senate last Friday, succeeds **Earl F. Hastings** for remainder of term expiring June 5, 1964.

D. Brainerd Holmes named head of $20 billion manned space flight program to moon and planets. Appointment was announced by Space Administrator James E. Webb last week. Mr. Holmes, who will take his new post Nov. 1, is general manager of RCA's Major Defense Systems Division and before that was RCA project manager for ballistic missile early warning system.

Louis C. Stephens, chief attorney of FCC's Rules & Standards Div., Broadcast Bureau—and principal draftsman of significant FCC orders in recent years (pay tv, clear channels, allocations)—went on leave pay Sept. 21. He is joining in legal capacity Urbanizodora S.A., Guatemala City. Company is engaged in construction of public housing in Latin America.

PROGRAMMING

William M. Wolfson, treasurer and most recently vp, Independent Television Corp., New York, resigns to accept post of vp, M. A. Gordon & Co., financing firm. Mr. Wolfson joined Television Programs of America, New York, in 1956 (company ITC acquired from Mr. Gordon in 1958) as controller and subsequently treasurer.

Gene Tunick, eastern district manager, United Artists Corp., New York, succeeds **Milton E. Cohen** as eastern and Canadian division manager. Mr. Cohen was named national director, roadshow sales.

Bert Weiland, eastern division sales manager and midwest division manager, Independent Television Corp., New York, appointed general manager, syndication sales, and **A. J. Torregrossa,** sales service manager, named administrative assistant for sales. **Pierce V. S. Smith; Wilfred Guenther; James R. Deitsch,** and **Harold Winther,** all with Ziv-UA, join ITC as account executives.

Michael R. Santangelo, director of pr and special events for Westinghouse Broadcasting Co. since 1957, named assistant to Richard M. Pack, vp-programming. In last few years, Mr. Santangelo has served programming department on contributory basis for such projects as *"Reading Out Loud, Benny in Brussels,* and *PM West.*

EQUIPMENT & ENGINEERING

P. B. (Pincky) Reed, RCA vp in Washington in charge of government relations in electronic data processing, last week was transferred to RCA Electronic Data Processing plant at Cherry Hill, N. J., as division vp, special international accounts. He will report to E. S. McCollister, division vp, marketing. Mr. Reed, a quarter century veteran with RCA, had served in Washington for two and one-half years.

Harry L. Atkinson, manager, marketing operations, RCA Sales Corp., Indianapolis, appointed to newly created post of manager, business planning.

ALLIED FIELDS

Mr. Whisnand

Roy Whisnand, recently resigned vp of Plough Broadcasting Co. and general manager of WCOP Boston, moves to presidency of his own company, Whizzer Enterprises, and announces formation of Coupon Jamboree with offices in Statler Office Building Boston. Coupon Jamboree is campaign providing built-in bonuses of selective couponing, audience contest participation and personalized advertiser jingles to be sold throughout U. S. and Canada.

DEATHS

Harry K. O'Neil, 67, member of Tobias, O'Neil & Gallay, Chicago, died Sept. 12 in VA Research Hospital, Chicago.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 14 through Sept. 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KACB-TV San Angelo, Tex.—Abilene Radio & Tv Co.

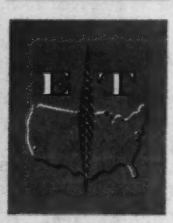
Existing am stations

ACTIONS BY FCC

WLAG LaGrange, Ga.—Granted license covering installation of new trans. Action Sept. 13.

WWNS Statesboro, Ga.—On its own motion, commission waived Sec. 1.354(c) of rules and granted increased daytime power on 1240kc from 250w to 1kw, continued

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

nighttime operation with 250w; engineering and interference conditions, and construction not to be commenced until decision has been reached in proceeding involving like increased daytime power of WBHB Fitzgerald, and WBML Macon, both Georgia, and in event WBHB and WBML applications are granted, WWNS not to commence program tests until WBHB and WBML are similarly authorized. Action Sept. 20.

WTRC Elkhart, Ind.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime. Action Sept. 13.

WKBR Manchester, N. H.—Granted mod. of cp (1250kc, 5kw, DA-2, unl.) to change daytime DA system and type trans.; engineering conditions. Action Sept. 20.

KBEN Carrizo Springs, Tex.—Granted mod. of license to change hours of operation from unl. to SH. Action Sept. 13.

KVOZ Laredo, Tex.—Granted license covering change in ant.-trans. location; changes in ant. system; ground system; and specify studio location same as trans. location. Action Sept. 13.

■ Granted licenses covering increase in power and installation of new trans. for following stations: WBGR Jesup, Ga., and changes in ground system; WSNO Barre, Vt.; WGNS Murfreesboro, Tenn.; WTRC Elkhart, Ind., and change type trans. Action Sept. 13.

APPLICATIONS

WEBJ Brewton, Ala.—Cp to increase daytime power from 250w to 1kw and install new trans. Ann. Sept. 18.

KPKW Pasco, Wash.—Cp to increase daytime power from 250w to 1kw and install new trans. Ann. Sept. 19.

CALL LETTERS ASSIGNED

KVRD Cottonwood, Ariz.—Verde Valley Bcstrs.

KCAC Phoenix, Ariz.—Harold Lampel; changed from KINK.

KKOK Lompoc, Calif.—Aubrey H. Ishon & Paul C. Masterson.

KQMS Redding, Calif.—Radio Redding Inc.; changed from KSDA.

KVML Sonora, Calif.—Sonora Bcstg. Co.; changed from KROG.

KIQS Willows, Calif.—Glenn County Bcstrs.

KDAB Arvada, Colo.—Denver Area Bcstrs; changed from KBRB.

WRBB Tarpon Springs, Fla.—Consolidated Communities Corp.; changed from WDCL.

WZOE Princeton, Ill.—Bureau Bcstg. Co.

KIWA Sheldon, Iowa—Eider C. Stangland.

WJOR South Haven, Mich.—Radio 940.

KUXL Golden Valley, Minn.—Charles J. Lanphier.

WMOE Jackson, Miss.—Radio Mississippi.

KRBN Red Lodge, Mont.—Carbon County Bcstrs. Inc.

WXYJ Jamestown, N. Y.—Tayloradio Corp.; changed from WJOC.

WMGS Bowling Green Ohio—WHRW Inc.; changed from WHRW.

WHOF Canton, Ohio—Douglas Properties Corp.; changed from WCMW.

KPIR Eugene, Ore.—Emerald Bcstg. Corp.

KRLY Gold Beach, Ore.—Gold Beach Bcstg. Co.

KAPT Salem, Ore.—Salem Bcstrs.

WWYN Erie, Pa.—WERC Inc.; changed from WERC.

WYRE Pittsburgh, Pa.—Golden Triangle Bcstg. Inc.; changed from WEEP.

KCAD Abilene, Tex.—Jack Hughes.

KCRM Crane, Tex.—Albert L. Crain; changed from KCRN.

KEES Gladewater, Tex.—Golden Triangle Enterprises; changed from KSIJ.

KANI Wharton, Tex.—V. M. Preston; changed from KWHA.

KNIN Wichita Falls, Tex.—Wichita Bcstg. Corp.; changed from KSYD.

KHOK Hoquiam, Wash.—Twin Cities Bcstg. Co.; changed from KHOQ.

KIXI Renton, Wash.—Robert L. McCaw; changed from KUDY.

KLME Laramie, Wyo.—Albany Bcstrs. Inc.; changed from KBBZ.

New fm station

APPLICATION

Thousand Oaks, Calif.—Thousand Oaks Bcstg. Co. 92.7mc; 1kw. Ant. height above average terrain minus 20 ft. P.O. address 7137 Bellaire Ave., North Hollywood, Calif. Estimated construction cost $20,823.87; first year operating cost $24,000; revenue $36,000. Principals: **Albert R. Linnick** (60%), **Seymour Yack** (20%); **Sanford (Sandy) Koufax** and **Nici Agler** (each 10%). Mr. Linnick is attorney; Messrs. Yack and Agler are employes of Columbia Pictures Corp.; Mr. Koufax is pitcher with Los Angeles Dodgers. Ann. Sept. 19.

Existing fm stations

ACTIONS BY FCC

KGUD-FM Santa Barbara, Calif.—Granted mod. of cp to change frequency from 107.9 mc to 99.9mc; increase ERP to 37kw; decrease ant. height to 550 ft.; change main studio location; trans. location; type ant.; make changes in ant. system (increase height by mounting on existing tower) and deletion of remote control operation; conditions. Action Sept. 13.

***WRTC-FM Hartford, Conn.**—Granted cp to change ant-trans location; increase ERP to 350w; ant. height to 63 ft.; change ant, and make changes in ant. system; remote control permitted; condition. Action Sept. 13.

WSNJ-FM Bridgeton, N. J.—Granted license covering installation of old main trans. at main trans. site as auxiliary trans. Action Sept. 13.

WTFM(FM) Lake Success, N. Y.—Granted mod. of cp to change ant. system; type ant.; and specify ERP as 12kw RMS and 20kw-maximum; condition. Action Sept. 13.

KQUE(FM) Houston, Tex.—Granted cp to increase ERP to 280kw, and install new trans. and new ant.; condition. Action Sept. 13.

KSLT(FM) Tyler, Tex.—Granted license for fm station. Action Sept. 13.

APPLICATION

KGRG-FM Newton, Kan.—Cp to change frequency from 92.1mc to 92.3mc; increase ERP from 250w to 75.2kw; decrease ant. height above average terrain from 225ft. to 195ft. Ann. Sept. 19.

CALL LETTERS ASSIGNED

*KXKX(FM) San Francisco, Calif.—San Francisco Theological Seminary.

KLZ-FM Denver, Colo.—Time-Life Broadcast Inc.

KCLO-FM Leavenworth, Kan.—KCLO Inc.

KOFO-FM Ottawa, Kan.—Ottawa Bcstg. Co.

WLYN-FM Lynn, Mass.—Puritan Broadcast Service Inc.

WOIA-FM Saline, Mich.—Lester Bcstg. Corp.

*KCMW(FM) Warrensburg, Mo.—Board of Regents, Central Missouri State College.

KTOO-FM Henderson, Nev.—KTOO Bcstg. Inc.

WMVB-FM Millville, N. J.—Union Lake Bcstrs. Inc.

WTFM(FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WEEC(FM) Springfield, Ohio — World Evangelistic Enterprise Corp.

KFNB(FM) Oklahoma City, Okla.—First National Bcstg. Corp.; changed from KVIT (FM).

WWYN-FM Erie, Pa.—WERC Inc.; changed from WERC-FM.

WGET-FM Gettysburg, Pa.—Times and News Publishing Co.

WGMR-FM Tyrone, Pa.—Tyrone Bcstg. Co.; changed from WTRN-FM.

WHAL-FM Shelbyville, Tenn.—Shelbyville Bcstg. Inc.

KHGM(FM) Beaumont, Tex.—Woodland Bcstg. Co.; changed from KSPN(FM).

KHCB-FM Houston, Tex.—Houston Christian Bcstrs. Inc.; changed from KWDC (FM).

WFLS-FM Fredericksburg, Va. — Star Bcstg. Corp.

WBOB-FM Galax, Va.—Carroll-Grayson Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

KMAP Bakersfield, Calif.—Granted (1) renewal of license and (2) transfer of control from Clifford E. Ball to Gordon B. Sherwood Jr., Edward R. Hopple and Robert D. Duffy Sr.; consideration $1,000 and acceptance of new 6% note of licensee for approximately $35,726 in full payment of $82,500 loans. Comr. Bartley dissented. Action Sept. 20.

KOEL Oelwein, Iowa—Granted assignment of license to Hawkeye Bcstg. Inc. (James Stuart, president, is controlling stockholder of Stuart Investment Co., which owns 100% of assignee corp.); consideration $364,000. Stuart Investment also owns KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Neb.; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Comr. Bartley dissented. Action Sept. 20.

KVEG Las Vegas, Nev.—Granted assignment of cp from Forrest Tancer to Las Vegas Electronics Inc. (George M. Mardikian, B. Floyd Farr and George D. Snell own KCVR Lodi, and 75% of KEEN San Jose, both California); consideration $8,000. Comr. Bartley dissented. Action Sept. 20.

KYAP Ruidoso, N. M.—Granted assignment of license from V. L. Hutchison, et al., to Quenton K. Crandall, tr/as Lincoln County Bcstg Co.; consideration $60,000. Action Sept. 20.

WCBT Roanoke Rapids, N. C.—Granted assignment of license to Roanoke Rapids Radio Corp. (Henry M. Best Jr., president); consideration $100,000 and $120 per year for 10 years for lease of trans. site and building; this assignment is for settlement of estate of J. Winfield Crow Jr. One assignee stockholder, Roland McClamrock Jr., owns 98% interest in WCHL Chapel Hill. Action Sept. 20.

KCLW Hamilton, Tex.—Granted assignment of license to San Jacinto Bcstg. Inc. (Frank J. Hedrick, president); consideration $60,000. Action Sept. 20.

APPLICATIONS

KBLO Hot Springs, Ark.—Seeks assignment of license from **Stan Morris**, trustee in bankruptcy, to **George T. Hernreich**; consideration $18,025. Mr. Hernreich is licensee of KFPW Fort Smith, and permittee of KAIT(TV) Jonesboro, both Arkansas. Ann. Sept. 19.

WGGG Gainsville, Fla.—Seeks transfer of all outstanding shares of stock in Radio Gainsville Inc. from **Ed. C. Wright, Harry R. Playford** and **Leon E. Mims** to **Charles W. Mackey** (70%) and **Richard L. Marsh** (30%); total consideration $63,000. Mr. Marsh is sales manager of automobile agency and has been commercial manager of WPIN St. Petersburg, Fla.; Mr. Mackey is advisor and consultant for Hires Bottling Co. of New Jersey. Ann. Sept. 19.

WISP Kinston, N. C.—Seeks assignment of license from **Diehl Bcstg. Co.** to **Norman J. Suttles, Derwood H. Godwin, Belia S. Bowers, Martin C. Street** and **John T. Minges** (each 20%), d/b as **Smiles of Kinston Inc.**; consideration $60,000. Messrs. Suttle and Godwin own 45% interest in Spring Lake, N. C., am application; Mr. Minges owns 51% of Pepsi-Cola Bottling Co. of Rocky Mount, N. C.; Mr. Street is general manager of WRMT Rocky Mount; Belia Bowers owns 50% of industrial plant canteen. Ann. Sept. 19.

WJFC Jefferson City, Tenn.—Seeks assignment of cp from **Paul Metcalfe** (71 3/7%), **Kenneth Dearstone** and **Ray Smith** (each 14 2/7%), d/b as **Jefferson County Bcstg. Co.**, to **Jefferson County Bcstg. Inc.**, new corporation consisting of same principals; no financial consideration involved. Ann. Sept. 19.

KOTO-FM Seattle, Wash.—Seeks assignment of cp from **Arthur Siegal** to **L. N. Ostrander** and **G. A. Wilson** (each 50%), d/b as **Eastside Bcstg. Co.**; consideration $600. Messrs. Ostrander and Wilson own 33% each of KARI Blaine, and 50% each of KNBX Kirkland, both Washington. Ann. Sept. 19.

Hearing cases

FINAL DECISION

■ Commission gives notice that July 20 initial decision which looked toward granting application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis., became effective Sept. 8 pursuant to Sec. 1.153 of rules. Action Sept. 14.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of Brandywine Bcstg. Corp. for new am station to operate on 690kc, 500w, DA, D in Media, Pa., and denying applications of Boyertown Bcstg. Co. and Dinkson Corp. for new station on same frequency with 250w, D, in Boyertown, Pa., and Hammonton, N. J., respectively. March 7 initial decision looked toward this action. Action Sept. 14.

■ Commission directed preparation of document looking toward granting that portion of application of WPET Inc., to increase daytime power of WPET Greensboro, N. C., on 950 kc from 500w to 5kw, and denying its request for nighttime operation with 5kw. April 5 initial decision looked toward denying complete application. Action Sept. 14.

■ Commission directed preparation of document looking toward granting application of Peoples Bcstg. Corp. for new Class B fm station to operate on 94.5 mc; ERP 20kw; ant. height 238 ft., in Trenton, N. J.; engineering conditions. March 29 initial

decision looked toward this action. Action Sept. 14.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting following applications to increase daytime power from 250w to 1kw, continued operation on 1400kc, 250 w-N: Associated Bcstrs. Inc. (WEST) Easton, Pa.; Belvedere Bcstg. Corp. (WWIN) Baltimore Md.; South Jersey Radio Inc. (WOND) Pleasantville, N. J.; WGAL Inc. (WRAK) Williamsport, Pa.; Kendrick Bcstg. Inc. (WHGB) Harrisburg, Pa.; and Scranton Radio Corp. (WICK) Scranton, Pa., each with interference condition; also waiver of Sec. 3.188 (d) and additional condition to WHGB. Action Sept. 20.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Cosmopolitan Bcstg. Corp., for new Class B fm station to operate on 105.9mc; ERP 3.219kw; ant. height 388 ft., in Newark, N. J. Action Sept. 19.

■ Hearing examiner James D. Cunningham issued his initial decision in Orlando, Fla., ch. 9 tv proceeding which was remanded to commission on May 21, 1959 by United States Court of Appeals for District of Columbia Circuit. Initial decision looks toward voiding and setting aside commission's June 7, 1957 grant of cp for ch. 9 to Mid-Florida Bcstg. Corp. (WLOF-TV) ordering that Mid-Florida is disqualified from receiving grant of its application, and finding that WORZ, Inc., is not disqualified from receiving grant of its application. Action Sept. 19.

OTHER ACTIONS

■ By memorandum opinion and order in Wilmington, Del., tv ch. 12 proceeding, commission granted petition for review of adverse ruling of hearing examiner filed by WHYY Inc., to extent of permitting all parties to submit exhibits, contemplated by stipulations governing hearing, confined to proof of same matters sought to be proven by rejected exhibits; denied petition by Rollins Bcstg. Inc. for mod. of issues and appeal from examiner's denial of its engineering exhibit. Comr. Craven not participating; Comr. Cross dissented. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Harlan Murrelle & Associates for review of hearing examiner's refusal to reopen record concerning engineering evidence in proceeding on its application for new am station to operate on 1230kc, 100w, unl., in Lakewood, N. J., which is consolidated in hearing with applications of WFPG Inc. and Ocean County Bcstrs. for like facilities at Toms River. Action Sept. 20.

■ By order, commission reopened record in proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa., and remanded proceeding to hearing examiner for issuance of supplemental initial decision upon issues to determine steps taken by Young People's as result of death of Dr. Percy Crawford and, in light of evidence adduced pursuant to that issue, whether mod. is required of commission's decision which granted Young People's application and which denied WJMJ Bcstg. Corp. and, if so, in what respects such decision should be modified. Action Sept. 20.

■ By memorandum opinion and order, commission granted petition by James V. Perry, Grove City, Pa., to extent of enlarging issues in proceeding on its application and Quests Inc., Ashtabula, Ohio, for new am stations to determine whether Quests is financially qualified to construct and operate its proposed station for reasonable length of time without operating revenue; denied Perry petition to add duopoly, multiple ownership and concealment qualification issues as to applicant Quests. Comr. Ford dissented in part, and issued statement. Action Sept. 20.

■ By memorandum opinion and order, commission denied joint petition by WMRC, Inc. (WBIR), Knoxville, Tenn., WINN Bcstg. Corp. (WINN) Louisville, Ky., Southeastern Bcstg. Co., Inc. (WSFC) Somerset, Ky., Standard Tobacco Co. (WFTM) Maysville, Ky., and Anderson Bcstg. Corp. (WHBU) Anderson, Ind., for severance of their applications to increase daytime power from 250w to 1kw, continued operation on 1240 kc, 250 w-N, from consolidated proceeding in Doc. 13097 et al. June 21 initial decision looked toward granting these five and three other applications, and joint petitioners pointed out that no exceptions to initial decision applies to any of their applications. Commission stated: "As we have previously indicated, requests of this type are contrary to the normal commission procedure where exceptions have been filed to an initial decision. In the absence of a showing that the public interest requires an immediate grant of the petitioners' applications, a departure from our normal procedure is not warranted, and the petition will be denied." Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Allen T. Simmons Inc. (WADC) Akron, Ohio, for enlargement of issues to include multiple ownership and duopoly considerations concerning application of Radio Quests Inc., for new am station in Willoughby, Ohio, which is in consolidation with WHOT Inc. (WHOT) Campbell, Ohio. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Edward Walter Piszczek and Jerome K. Westerfield for reconsideration of order enlarging issues and for grant of their application for new Class A fm station in Des Plains, Ill. Commission stated: "While the amendment (reducing ant. height and incorporating population figures based on 1960 Census) appears to have resolved certain of the problems which occasioned the designation of the existing issues, others apparently remain unresolved. The commission is not disposed to give consideration to petitions for reconsideration and grant where the responsibility of determining in the first instance whether an application may be granted would be shifted from the hearing examiner to the commission Booth Broadcasting Company (WIOU), memorandum opinion and order, released May 12, 1961." Comr. Cross dissented. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Holly Springs Bcstg. Co. for reconsideration and grant without hearing its application for new am station to operate on 1500 kc, 1kw, D, in Holly Springs, Miss.; but granted its alternative request to dismiss its application which had been designated for hearing on concentration of control and programming issues. Comr. Hyde dissented. Action Sept. 20.

■ By order, commission granted motion by Wabash Valley Bcstg. Corp. (WTHI-TV) Terre Haute, Ind., to strike July 14 letter, supplemented July 18, from Fort Harrison Telecasting Corp. concerning Terre Haute tv ch. 10 proceeding. Commission stated that "since Fort Harrison Telecasting Corp. is not party to above entitled proceeding, has not sought to intervene or otherwise requested leave to participate therein. the letter is improper and should be stricken." Action Sept. 20.

■ By order, commission granted petition by WACO Bcstg. Corp., terminated proceeding in Doc. 13910, and reaffirmed Nov. 2, 1960 grant of its application for new class B fm station (WACO-FM) to operate on 99.9 mc; ERP 3.9 kw; ant. height 150 ft. Centex Radio Co. (KEFC-FM) Waco, withdrew its opposition to WACO grant.

■ By memorandum opinion and order, commission granted petition by Skyline Bcstrs. Inc., and (1) reopened record on its application for new am station in Klamath Falls, Ore., and remanded proceeding to hearing examiner to permit Skyline to amend its application to reflect that Ray K. Coddington is its sole owner and to submit information concerning financial qualifications of Skyline and Coddington: (2) ordered that, in event amendment contains information sufficient to permit determination of financial qualification of Skyline and Coddington, that hearing examiner issue supplemental initial decision granting amended application, grant be conditioned upon abandonment of all premature construction; and (3) further ordered that, in event information submitted is insufficient to permit determination of financial qualification, record be reopened and further evidentiary hearing be held on issue to determine whether Skyline is financially qualified to construct and operate proposed station due to fact that Ray Keith Coddington now owns all of its stock. Comr. Craven dissented in part. Action Sept. 20.

■ By order, commission denied petition by National Assn. of Broadcast Employes & Technicians, AFL-CIO, and American Federation of Radio & Tv Artists to stay effective date of Aug. 1 memorandum opinion and order which granted applications of (1) Transcontinent Tv Corp. for assignment of licenses of WROC-TV (ch. 5) Rochester, N. Y., to Veterans Bcstg. Inc., and (2) Veterans Bcstg. Inc., for assignment of licenses of station WVET-TV (which shares time with WHEC-TV on ch. 10) to WHEC Inc. Petition for stay did not show that irreparable or other injury will be sustained by public or petitioners pending commission consideration of further NABET and AFTRA petition for reconsideration of Aug. 1 grants. Action Sept. 20.

■ By report and order, commission finalized rulemaking in Doc. 14038 and amended tv table of assignments by "dropping-in" uhf ch. 34 to provide Blythe, Calif., its first tv channel. Blythe Telecasting Co. petitioned for allocation. Action Sept. 20.

■ By memorandum opinion and order, commission denied petitions by Marietta Bcstg. Inc. (KERO-TV ch. 10) and San Joaquin Valley Community Tv Assn. Inc. for reconsideration of March 22 report and order in Doc. 13608 which made Bakersfield and San Joaquin Valley, Calif., tv assignments all-uhf. Comr. Cross dissented and issued statement. Action Sept. 13.

■ By memorandum opinion and order, commission granted motion by Vernon E. Pressley, Canton, N. C., and petition by B. E. Bryant, Asheville, N. C., and enlarged issues in proceeding of their am applications and Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. to include four determinations as to applicant Bryant and one as to Mr. Pressley; denied Mr. Pressley's motion to dismiss Mr. Bryant's petition. Comrs. Bartley and Craven dissented to denial of Mr. Pressley's motion to dismiss Mr. Bryant's petition; Comrs. Hyde, Lee and Craven dissented to addition of Issue No. 9; Comrs. Hyde and Craven dissented to addition of Issue No. 10; Comr. Cross dissented to addition of Issue No. 11. Action Sept. 13.

Routine roundup

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments to substitute ch. 34 for ch. 56 in Binghamton, N. Y., as petitioned for by Alfred E. Anscombe (WBJA-TV ch. 56 Binghamton). It involves deletion of ch. 34 from Wilkes-Barre, Pa., and ch. 20 from Ithaca, N. Y. Commission does not believe it necessary or desirable to combine this proposal with proposal in Doc. 14243 to add ch. 24 to Binghamton, since ch. 34 may be assigned to that city without

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prejudice to ch. 24 proposal. In view of outstanding proposal in Doc. 14229 to alter method of assigning uhf chs., commission did not propose to make suggested ch. substitutions at Ithaca and Wilkes-Barre since it is satisfied that, whatever outcome of Doc. 14229, requirements of Ithaca and Wilkes-Barre, to extent that they are affected by this proceeding, can be met. Commission did not at this time act upon Mr. Anscombe's request for show-cause order to change operation of station WBJA-TV from ch. 56 to ch. 34, but will deal with that matter at time of final decision. Since Binghamton is less than 250 miles from Canadian border, appropriate steps under Canada-U.S. tv agreement will be undertaken. At same time, commission dismissed earlier petition by Mr. Anscombe to substitute ch. 24 for ch. 56 at Binghamton. Ann. Sept. 20.

■ Question has arisen with respect to Nov. 1, 1961 effective date of commission's order of Sept. 13, 1961 which amended Sec. 1.359(i) of pre-grant procedure rules to require that (with certain specified exceptions) petitions to deny broadcast applications must be filed within 30 days after FCC issuance of public notice of acceptance of application for filing. Whether petition to deny is timely filed will be determined by provisions of Sec. 1.359 in effect when petition is filed and irrespective of when application was filed. Amendments become effective Nov. 1, 1961 as to all applications whether previously pending or filed after release of Sept. 13, 1961 order. Therefore, petitions to deny broadcast applications subject to 30-day requirement which are filed on or after Nov. 1, 1961 will be timely if filed no later than 30 days after issuance of public notice of application's acceptance for filing. Petitions to deny filed prior to Nov. 1, 1961 will be timely if commission has not granted application or designated it for hearing, and if it is not am application which has appeared on "cut-off" list and "cut-off" date has passed. Ann. Sept. 19.

■ By order, commission granted requests by American Bcstg. Co. and Goodwill Stations Inc., and extended to Sept. 25 time for filing responses to petitions filed on or before Sept. 11 for reconsideration of proceedings on interim policy on vhf tv channel assignments and amendment of Part 3 of rules concerning tv engineering standards, fostering expanded use of uhf tv channels, deintermixture of Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala., and assignment of additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Action Sept. 14.

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Jackson Bcstg. & Tv Corp. (WKHM) Jackson, Mich., and extended to Oct. 2 time to file exceptions to initial decision in proceeding on its am application. Action Sept. 15.

■ Granted petition by Broadcast Bureau and extended to Sept. 21 time to file petition for review in response to examiner's memorandum opinion and order released Sept. 7 in proceeding on applications of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Sept. 15.

■ Granted petition by Alkima Bcstg. Co. and Howard Wasserman and extended to Sept. 19 time to respond to joint petition by Herman Handloff for reconsideration or rehearing in proceeding on their applications for new am stations in West Chester, Pa., and Newark, Del. Action Sept. 15.

■ Granted petition by Andrew B. Letson (WZRO) Jacksonville, Fla., and extended to Sept. 19 time to reply to comments of Broadcast Bureau to petition for reconsideration in proceeding on his am application. Action Sept. 14.

■ Granted petition by Tv Corp. of Michigan Inc., and extended to Sept. 15 time to file response to petition by Time—Life Broadcast Inc. (successor of WOOD Bcstg. Inc.) WOOD-TV Grand Rapids, Mich., to reopen record in proceeding on its application. Action Sept. 14.

■ Granted petition by Beacon Bcstg. System Inc., and extended to Sept. 26 time to file opposition to petition by Suburban Bcstg. Inc., to enlarge issues and reopen record in proceeding on their applications for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Sept. 12.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Oct. 25 and Nov. 30 on applications of Bloomington Bcstg. Corp., for modif. of licenses of WJBC and WJBC-FM Bloomington, Ill.; Oct. 27 and Nov. 28 on applications of Radio Temple and Georgetown Bcstg. Co. for new am stations in Temple and Georgetown, Tex.; Oct. 27 and Nov. 27 on applications of Radio Alexander City for new am station in Alexander City, Ala., et al; Oct. 25 and Nov. 27 on application of Jasmin Properties Inc., for new am station in New Port Richey, Fla.; Oct. 26 and Nov. 29 on applications of Clarence Everett Jones and Robert S. Taylor for new am stations in St. George and Aiken, S. C.; and Oct. 27 and Nov. 30 on am application of Radio-Active Bcstg. Inc. (WATO) Oak Ridge, Tenn. Action Sept. 18.

■ Granted petition by Robert F. Neathery for dismissal of his application for new am station in Houston, Mo., but dismissed it with prejudice and retained in hearing status application of Radio Co. of Texas County for like facilities in Houston. Action Sept. 15.

■ Cancelled Sept. 18 oral argument on joint request by Coast Bcstg. Co., Georgetown, Golden Strand Bcstg. Co. (WMYB) Myrtle Beach, S. C., and Radio Charlotte Inc. (WWOK) Charlotte, N. C., for action on their am applications; oral argument was predicated upon agreement of applicants which provided for payment of $3,000 to Golden Strand as partial reimbursement of its expenses in consideration of dismissal of its application; Sept. 14 amendment, which abrogates agreement by eliminating provision for payment to Golden of any consideration for expenses in prosecution of its application, makes scheduled oral argument unnecessary. Action Sept. 15.

■ Upon request by South Texas Telecasting Inc., ordered that request for information from all parties shall be made on or before Sept. 15, continued Sept. 25 hearing to Oct. 16, notification of witnesses for cross-examination shall be made on or before Oct. 30 and scheduled resumption of evidentiary hearing for Nov. 13 in Corpus Christi, Tex., tv ch. 3 proceeding. Action Sept. 12.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Voice of Dixie Inc. (WVOK) Birmingham, Ala., for leave to amend its am application to specify change in ant. system from directional to non-directional operation and to reflect areas and populations within pertinent contours computed on basis of present engineering rules, standards and 1960 census rather than on rules, standards and census prevailing at time application was designed for hearing; removed amended application from hearing and returned it to processing line. Action Sept. 15.

By Hearing Examiner James D. Cunningham

■ Continued Sept. 20 further hearing to Nov. 1 in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Sept. 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and continued Oct. 10 hearing to Oct. 16 in proceeding on am applications of Vernon E. Pressley, Canton, N. C., et al. Action Sept. 13.

By Hearing Examiner Asher H. Ende

■ After Sept. 8 prehearing conference in proceeding on applications of KSTP Inc. (KOB) Albuquerque, N. M., and American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y., scheduled certain procedural dates, continued Oct. 16 hearing to Jan. 15, 1962, with further prehearing conference to be called if required. Action Sept. 18.

■ On own motion, scheduled further prehearing conference for Sept. 21 to consider (1) whether hearing on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp. for new am stations to operate on 1150 kc in Indianapolis, Ind. should commence on Sept. 26 or be continued, and if so, for what period, in light of commission's report and order in clear channel proceeding and (2) motion by Sands, WIFE and Hoosier to continue hearing indefinitely. Action Sept. 19.

■ Granted motion by New Sounds Bcstg. Corp. and continued Sept. 14 hearing to Oct. 9 in proceeding on its application for new am station in Fort Myers, Fla., et al which is consolidated for hearing. Action Sept. 13.

■ On own motion, corrected in various respects transcript of record of Sept. 7 prehearing conference in proceeding on appli-

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cation of KWTX Bcstg. Co. (KWTX-TV) Waco, Tex. Action Sept. 13.

By Hearing Examiner Charles J. Frederick

■ On own motion, ordered that replies to findings of fact shall be due on or before Oct. 13 in lieu of Sept. 14 in matter of revocation of license of Mandan Radio Assn., for am station KBOM Bismarck-Mandan, N. D. Action Sept. 11.

By Hearing Examiner Millard F. French

■ Granted in part motion by Allen T. Simmons Inc., party in proceeding on am applications of Radio Quests Inc., Willoughby and WHOT Inc. (WHOT) Campbell, Ohio, and extended from Sept. 18 to Sept. 22 time for filing rebuttal exhibits and closing of record. Action Sept. 15.

■ Granted petition by Radio Quests Inc. for leave to amend its application for new am station in Willoughby, Ohio, to show change in stockholders and to make certain other changes therein. Action Sept. 15.

■ On own motion, scheduled further prehearing conference for Oct. 2 in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kan., for new trans. sites. Action Sept. 14.

■ On own motion and with consent of parties, continued Sept. 18 prehearing conference to Sept. 20 in proceeding on application of Franklin Bcstg. Co. for assignment of license and cp for WMIN St. Paul, Minn., to Tedesco, Inc. Action Sept. 14.

■ On joint oral request of parties in proceeding on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H., continued Sept. 18 hearing to Oct. 11. Action Sept. 12.

■ Upon request by Sapulpa Bcstrs., Sapulpa, Okla., and with informal consent of other parties, rescheduled certain procedural dates and continued hearing from Oct. 11 to Oct. 18 in proceeding on its application which is in consolidated am proceeding. Action Sept. 12.

By Hearing Examiner Walther W. Guenther

■ Granted joint petition by applicants insofar as it requests rescheduling of date for cross-examination, and continued Sept. 19 further hearing to Oct. 11 in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 14.

■ Granted informal oral request of applicant continued Sept. 18 prehearing conference to Oct. 2, 1:15 p.m., and continued Sept. 29 hearing to date to be determined at Oct. 2 prehearing conference in proceeding on fm application of The Audio House Inc. (KRPM) San Jose, Calif. Action Sept. 13.

■ On own motion, continued Sept. 20 prehearing conference to 9 a.m., Sept. 22 in proceeding on applications of Frank S. Barc Jr., et al for new am stations in Mesa, Ariz. Action Sept. 11.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by WTWV Radio for addition of "Evansville" issue in proceeding on its application and Marshall C. and Sarah C. Parker and Pontotoc Bcstg. Co., for new am stations in Tupelo and Pontotoc, Miss. Action Sept. 15.

■ Granted request by Tv Corp. of Michigan Inc., and extended to Sept. 13 time to file response to Broadcast Bureau's statement in lieu of proposed findings in proceeding on its application for new am station in Jackson, Mich. Action Sept. 13.

By Hearing Examiner David I. Kraushaar

■ On own motion and on consent of parties, continued Sept. 15 hearing to Sept. 22 in proceeding on application of Kenosha Bcstg. Inc., for new fm station in Kenosha, Wis. Action Sept. 14.

By Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Sept. 21 on petition by Burlington County Bcstg. Co. for leave to amend its application for new am station in Mount Holly, N. J.; application is consolidated for hearing. Action Sept. 15.

■ On own motion, continued Sept. 18 hearing to Sept. 21 in proceeding on applications of Burlington Bcstg. Co., Burlington County Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co. for new am stations in Burlington and Mount Holly, N. J. Action Sept. 12.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Town and Country Bcstg. Inc. (WREM) Remsen, N. Y., rescheduled certain procedural dates and continued Sept. 19 hearing to Nov. 13 in proceeding on its am application. Action Sept. 18.

■ Issued memorandum of ruling at Sept. 15 oral argument in proceeding on applications of Rockford Bcstrs. Inc. (WROK) Rockford, Quincy Bcstg. Co. (WGEM) Quincy, and McLean County Bcstg. Co., Normal, all Illinois, granting petitions by Quincy and Rockford for leave to amend their am applications and removing amended applications from hearing docket and returning them to processing line; rescheduled hearing on remaining application McLean from Oct. 9 to Sept. 25 at 4 p.m. Action Sept. 18.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Sept. 18 to Oct. 11 and Oct. 2 to Oct. 25 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Sept. 18.

■ Granted petition by Rockford Bcstrs. Inc. (WROK) Rockford, Ill., and scheduled oral argument for Sept. 15, 2 p.m., on its petition and that of Quincy Bcstg. Co. (WGEM) Quincy, Ill., for leave to amend their am applications. Action Sept. 12.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Sept. 12 to Sept. 18 and from Sept. 25 to Oct. 2 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Sept. 12.

By Hearing Examiner Elizabeth C. Smith

■ Reopened record in proceeding on am applications of Middle South Bcstg. Co. (WBML) Macon, and Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga., to receive in evidence WBML exhibit No. 3 and closed record. Action Sept. 15.

BROADCAST ACTIONS

by Broadcast Bureau

■ Text of commission's Sept. 13 report and order in clear channel proceeding is scheduled to be published in Sept. 21 issue of Federal Register. Persons desiring copies of that issue should place advance order with Superintendent of Documents, Government Printing Office, Washington, D. C. It is also scheduled to be included in Sept. 22 GPO "Pamphlets of Selected Decisions and Reports," Volume 31, No. 9.

Actions of Sept. 19

KWRV McCook, Neb.—Granted license for am station.

WEMJ Laconia, N. H.—Granted license covering increase in daytime power and installation of new trans.

WKXL Concord, N. H.—Granted license covering increase in daytime power and installation of new trans. and license to use old main trans. (main trans. location) as auxiliary trans.

KROY Sacramento, Calif.—Granted license to use old main trans. (main trans. location) as auxiliary trans. and remote control operation.

WARK Hagerstown, Md.—Granted license to use old main trans. (main trans. location) as auxiliary trans. and remote control operation.

KELD El Dorado, Ark.—Granted license covering alternate main trans. N. only and remote control operation.

WVOW Logan, W. Va.—Granted license covering change from DA-2 to DA-N, and operation of remote control D.

WFBR Baltimore, Md.—Granted request for cancellation of license for auxiliary trans.

Actions of Sept. 18

KCIN Victorville, Calif.—Granted license for am station and specify type trans.

■ Granted licenses for following fm stations: KNDX Yakima, Wash., and specify type trans.; KAPP Redondo Beach, Calif.; KARK-FM Little Rock, Ark., specify studio location and deletion of remote control operation.

■ Granted licenses covering installation of new trans. for following stations: KOKA Shreveport, La.; WAZF Yazoo City, Miss.; WLYN Lynn, Mass., condition.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KUKI Ukiah, Calif.; WHAP Hopewell, Va.; WKGN Knoxville, Tenn.; WOKE Charleston, S. C.

WLLH Lowell, Mass.—Granted license covering increase in daytime power for synchronous amplifier at Lawrence, Mass.; and license covering increase in daytime power for main trans. at Lowell, Mass.

WSLB Ogdensburg, N. Y.—Granted license to use present auxiliary trans. as auxiliary trans. D and alternate main trans. N.

KYOU Greeley, Colo.—Granted license covering increase in daytime power, change in trans. location, installation of new trans. and operation by remote control.

WDAN Danville, Ill.—Granted license covering increase in daytime power and installation of new trans.

WCRW Chicago, Ill.—Granted license covering increase in power and changes in trans. equipment.

KFAB-FM Omaha, Neb.—Granted license covering increase in ERP, and installation of new type trans.

K70BW Lihue, Kauai, Hawaii—Granted license covering changes in uhf tv translator station.

K77AK Goldendale, Wash., and The Dalles, Ore.—Granted license covering changes in uhf tv translator station.

***WSIU-TV Carbondale, Ill.**—Granted mod. of cp to change type trans., type ant., increase ant. height to 890 ft., and make other equipment changes.

KCRA-TV Sacramento, Calif.—Granted mod. of cp to change type trans. (main trans. & ant.).

WATA Boone, N. C.—Granted mod. of cp to change type trans. (only one main trans.).

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of permit to Sept. 28, 1962, to transmit via direct relay, air or rail express, CBS-TV network programs to CJSS-TV Cornwall, Ont., CHCH-TV Hamilton, Ont., et al; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of Sept. 15

■ Granted renewal of license for following stations: KCFM (FM) St. Louis, Mo.; WAZY Lafayette, Ind.; WDEH Sweetwater, Tenn.; WJJM Lewisburg, Tenn.; WMCP Columbia, Tenn.; WROL Fountain City, Tenn.; WLCM Lancaster, S. C.; WOWI New Albany, Ind.; KREH Oakdale, La.; WBLG Lexington, Ky.; WEIR Weirton, W. Va.; WSMB New Orleans, La.; WTLS Tallassee, Ala.; WTRB Ripley, Tenn.; WADC Akron, Ohio; WALM Albion, Mich.; WBBW Youngstown, Ohio; WFUR Grand Rapids, Mich.; WFYC Alma, Mich.; WIBM Jackson, Mich.; WIMA Lima, Ohio; WIZE Springfield, Ohio; WJEF Grand Rapids, Mich.; WKNX Saginaw, Mich.; WLAV Grand Rapids, Mich.; WLEC Sandusky, Ohio; WMOA Marietta, Ohio; WMPC Lapeer, Mich.; WMPL Hancock, Mich.; WMRN Marion, Ohio; WMVO Mount Vernon, Ohio; WNIL Niles, Mich.; WOAP Owosso, Mich.; WOHI East Liverpool, Ohio; WOSU Columbus, Ohio; WPLB Greenville, Mich.; WPON Pontiac, Mich.; WPTW Piqua, Ohio; WSJM St. Joseph, Mich.; WTCM Traverse City, Mich.; WTOL Toledo, Ohio; WTVB Coldwater, Mich.; WWOW Conneaut, Ohio; WDET-FM Detroit, Mich.; WFRO-FM Fremont, Ohio; WFUR-FM Grand Rapids, Mich.; WIMA-FM Lima, Ohio; WJEF-FM Grand Rapids, Mich.; WLAV-FM Grand Rapids, Mich.; WMRN-FM Marion, Ohio; WTVB (FM) Coldwater, Mich.; WVKO-FM Columbus, Ohio; *WOSU-FM Columbus, Ohio; WAKR-TV Akron, Ohio; WFMJ-TV Youngstown, Ohio; WHIZ-TV Zanesville, Ohio; WLUC-TV Marquette, Mich.; WMSB (TV) Onondaga, Mich.; WNEM-TV Bay City, Mich.; *WCET (TV) Cincinnati, Ohio; *WMUB-TV Oxford, Ohio.

WEBO Owego, N. Y.—Granted acquisition of positive control by Sarah D. Davis through purchase of stock from Petrina B. Colby.

KGMI-FM Bellingham, Wash.—Granted assignment of licenses to International Good Music Inc.

KSEE Santa Maria, Calif.—Granted assignment of cp to Edward E. Urner tr/as Cal-Coast Bcstrs.

■ Granted licenses for following am stations: KSEE Santa Maria, Calif., and specify studio location; WARI Abbeville, Ala.

WSKY Asheville, N. C.—Granted license covering auxiliary trans. and operation by remote control.

KFSB Joplin, Mo.—Granted license covering installation of new trans.

KYRO Potosi, Mo.—Granted license covering change in ant.-trans. and studio location.

WCSI-FM Columbus, Ind.—Granted license covering change in frequency, increase in ERP and ant. height and change of trans.

WGVM Greenville, Miss.—Granted license covering increase in power and installation of new trans.

WDWS Champaign, Ill.—Granted license

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covering increase in daytime power and installation of new trans.

WTIK Durham, N. C.—Granted mod. of license to change remote control point while using non-DA; without prejudice to such further action as commission may deem warranted as result of final determinations with respect to pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters.

***KVIE(TV) Sacramento, Calif.**—Granted mod. of license to change studio location.

K73AX Romeo, La Jara, Manassa, Antonito and Alamosa, Colo.—Granted cp to change from ch. 82 to ch. 73 and type trans. of uhf tv translator station.

KATU(TV) Portland, Ore.—Granted mod. of cp to change type trans.; type ant.; increase ant. height; and make other equipment changes; ERP visual 100 kw; aural 60.3 kw; ant. height 1,090 ft.

WPRO-TV Providence, R. I.—Granted mod. of cp to change ERP to 316 kw vis.; 158 kw, aur.; type trans.; type ant.; decrease ant. height to 910 ft., and make other equipment changes.

KGPO(FM) Grants Pass, Ore.—Granted authority to remain silent for period ending March 1, 1962.

■ Following stations were granted extensions of completion dates as shown: KLGN Logan, Utah, to Oct. 22; KUTA Blanding, Utah, to Oct. 20; WNSL Laurel, Miss., to Oct. 20; WRIZ Coral Gables, Fla., to March 20, 1962; WPGH (FM) Pittsburgh, Pa., to Feb. 1, 1962; WVLK-FM Lexington, Ky., to Nov. 1; WAFM (FM) Anderson, Ind., to Jan. 1, 1962; WPBS-FM Philadelphia, Pa. to Dec. 30.

Actions of Sept. 14

Quinault TV Inc. Quinault, Wash.—Granted cps for new vhf tv translator stations on chs. 7 and 12 to translate programs of KOMO-TV (ch. 4) Seattle, Wash. and KOIN-TV (ch. 6) Portland, Ore.

■ Granted cps for following new vhf tv translator stations: Wells & Wade Fruit Co. on chs. 13, 7 and 11 Azwell, Wash., to translate programs of KREM-TV ch. 2, KXLY-TV ch. 4 and KHQ-TV ch. 6, all Spokane, Wash.

WALK-AM-FM, Patchogue; WRIV Riverhead, both New York—Granted involuntary transfer of negative control from W. Kingsland Macy to Julia Dick, John Henry Dick, and William Kingsland Macy Jr., executors of estate of W. Kingsland Macy, deceased.

WFAB Miami-South Miami, Fla.—Granted transfer of control from United Bcstg. Co. of Eastern Virginia Inc. to United Bcstg. Co. of Western Maryland Inc.

KLMO Longmont, Colo.—Granted relinquishment of positive control by Judson G. Rosebush through sale of stock to William G. Stewart.

WEST-FM Easton, Pa.—Granted license covering change in frequency, decrease in ERP, change in ant. height, installation of new trans. and ant.

KPOJ Portland, Ore.—Granted license covering use of old main trans. as auxiliary trans.

WAWZ-FM Zarephath, N. J.—Granted license covering increase in ERP and installation of new trans.

KGEE Bakersfield, Calif.—Granted license covering increase in daytime power and installation of new trans.

WMMT McMinnville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WBCB Levittown-Fairless Hills, Pa.—Granted license covering increase in daytime power and installation of new trans., and for auxiliary trans.

WDTI Danville, Va.—Granted license covering increase in power.

WCEM Cambridge, Md.—Granted license covering installation of new trans.

WSWM(FM) East Lansing, Mich.—Granted license covering change in ERP, ant. height, installation new trans. and ant., and changes in ant. system.

WQMS(FM) Hamilton, Ohio—Granted license covering change in frequency, increase in ERP, make changes in transmitting equipment, and installation of new trans.

KJAZ(FM) Alameda, Calif.—Granted cp to change ant.-trans. location to Leavenworth and Green, San Francisco; studio location and remote control point to South Shore Center, Alameda; install new trans. and new ant.; make changes in ant. system; decrease ERP to 430 w, and increase ant. height to 360 ft.

WCGR Canandaigua, N. Y.—Granted cp to change trans. location; condition.

WTUX Wilmington, Del.—Granted cp to install new type trans.

Actions of Sept. 13

■ Granted cps for following new vhf tv translator stations: Elk Mountain Tv Co. on chs. 8, 12, and 6 Encampment and Elk Mountain, Wyo., to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and KFBC-TV ch. 5 Cheyenne, Wyo., via ch. 11 Saratoga, Wyo.; Kenneth Marcy on ch. 13 Scott City, Kan. (KTVC ch. 6 Ensign, Kan.); Grand Canyon Community Recreational Assn. on ch. 9 Grand Canyon, Ariz. (KOOL-TV ch. 10 Phoenix, Ariz., via uhf tv translator station K70BO Williams, Ariz., condition); Virginia City Tv Booster Club on ch. 7 Virginia City, Mont. (KXLF-TV ch. 4 Butte, Mont., condition); Upper Colorado Tv Assn. on chs. 5 and 2, rural area between Derby Mesa and Bond, Colo., and Cabin Creek and Dotsero, Colo. (KOA-TV ch. 4 Denver, Colo. and KOA-TV ch. 4 Denver), via ch. 5 Burns (Orris Albertson Ranch), Colo., conditions); Collbran Tv Assn. on ch. 4 Collbran, Colo. (KREX-TV ch. 5 Grand Junction, Colo., condition); Winnett Community Tv System on ch. 10 Winnett, Mont. (KOOK-TV ch. 2 Billings, Mont., condition); Durango Tv Translator, Durango Junior Chamber of Commerce Inc. on chs. 6 and 3 Animas Valley near Durango, Colo. (KOB-TV ch. 4 Albuquerque, N. M. via uhf tv translator station K72AN Durango (Baldy Mountain) Colo., and KOAT-TV ch. 7 Albuquerque, N. M., via K70BR Durango (Baldy Mountain) Colo., conditions); Escalante Tv Assn. on chs. 4, 2 and 5 Escalante, Utah (KCPX-TV ch. 4 Salt Lake City, via ch. 11 Rural Wayne County, Utah, via ch. 4 Teasdale and Torrey, Utah, via ch. 10, KSL-TV ch. 5 Salt Lake City, via ch. 13 Rural Wayne County, Utah, via ch. 5 Teasdale and Torrey, Utah, via ch. 12 Hanksville, Utah, KUTV-TV ch. 2 Salt Lake City, via ch. 9 Rural Wayne County, Utah, via ch. 2 Teasdale and Torrey, Utah, via ch. 8 Hanksville, Utah); Piute County on chs. 5, 4 and 2 Marysvalle, Utah (KSL-TV ch. 5 Salt Lake City, via ch. 12 Circleville, Utah, KCPX-TV ch. 4 Salt Lake City, via ch. 10 Circleville, Utah, and KUTV ch. 2 Salt Lake City, via ch. 8 Circleville, Utah, conditions); Buena Vista Tv Inc. on ch. 10 Buena Vista, Colo. (KOA-TV ch. 4 Denver, Colo.); County of Wayne on chs. 13, 4, 8, 6, 7, 3, 10, 12, 5, 2, 11, 9 Wayne County, Teasdale and Torrey, Hanksville, Loa, Utah (KSL-TV ch. 5 Salt Lake City, Utah, KCPX-TV ch. 4 Salt Lake City, via ch. 11 Wayne County, KUTV ch. 2 Salt Lake City, via ch. 9 Wayne County, via ch. 2 Teasdale and Torrey, Utah, KSL-TV ch. 5 via ch. 13 Wayne County, KCPX-TV ch. 4 Salt Lake City, via ch. 11 Wayne County, via ch. 4 Teasdale and Torrey, KSL-TV ch. 5 Salt Lake City, via ch. 13 Wayne County via ch. 5 Teasdale and Torrey, KCPX-TV ch. 4 Salt Lake City, KUTV ch. 2 Salt Lake City).

WJER Dover-New Philadelphia, Ohio—Granted cp to install main trans. as auxiliary trans. day and as alternate main trans. night.

KSID Sidney, Neb.—Granted mod. of cp to change type trans. and make changes in ant. system.

KXYZ-FM Houston, Tex.—Granted mod. of cp to increase ERP to 15 kw; ant. height to 460 ft.; change remote control point; type trans.; ant; and make changes in ant. system.

■ Following stations were granted mod. of cps to change type trans.: KHOK Hoquiam, Wash.; WKOS Ocala, Fla.; KSIM Sikeston, Mo.; KFVS Cape Girardeau, Mo., condition; KLIV San Jose, Calif.; KWTC Barstow, Calif.; K13CB, K09BU Del Norte, Colo.

KCHU(TV) San Bernardino, Calif.—Granted mod. of cp to change studio location; type trans.; type ant.; and make other equipment changes.

KO7CR Camps, Wyo.—Granted mod. of cp to change frequency from ch. 4, 66-72 mc to ch. 7, 174-180 mc.

■ Following stations were granted extensions of completion dates as shown: KSID Sidney, Neb., to March 18, 1962; KHOK Hoquiam, Wash., to Nov. 27; WKRZ Oil City, Pa., to Nov. 1; WRUN-FM Utica, N. Y., to Dec. 1; WINB Red Lion, Pa., to June 1, 1962; KVAL-TV (main trans. & ant.) Eugene, Ore., to March 18, 1962; KCRA-TV (main trans. & ant.) Sacramento, Calif., to April 1, 1962; WPTZ (TV) North Pole, N. Y., to April 1, 1962.

KASO Minden, La.—Granted extension of authority to Nov. 30 to sign-on at 6 a.m. and sign-off at 7:00 p.m., Mondays-Saturdays and from 7:00 a.m. to 9 p.m. on Sundays.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 21

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,591	38	108	852
FM	868	66	182	143
TV	486[1]	62	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 14

	VHF	UHF	TV
Commercial	466	81	547
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Actions of Sept. 11

■ Granted cps for following new vhf tv translator stations: South Platte Valley Tv Assn. on chs. 8 and 4 Julesburg, Colo., to translate programs of KHPL-TV ch. 6 Hayes Center, and KNOP ch. 2 North Platte, Neb., conditions; Hotchkiss Community Tv Assn. on ch. 2 Hotchkiss, Colo. (KREX-TV ch 5 Grand Junction, Colo., condition); Springer Community Tv Club on ch. 11 Springer, N. M. (KGGM-TV ch. 13 Albuquerque, N. M., via ch. 6 Raton, N. M.).

WJJD-FM Chicago, Ill.—Remote control permitted; condition.

Translators

All-Alaska Bcstrs. Inc., Usibelli and Suntranna, Alaska—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KFAR-TV (ch. 2) Fairbanks. Action Sept. 20.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on October 24, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361 (c) of commission rules, application, in order to be considered with any application appearing on below list or with any other application on file by close of business on October 23, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on Oct. 23, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Sept. 15.

Applications from top of processing line:

BP-14288 NEW Mocksville, N. C.—Wilkes Bcstg. Co. Req: 1520kc, 5kw, 1kw (CH), D.

BP-14290 KSWS Roswell, N. M.—John A. Barnett. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14291 NEW Hartford, Ky.—Hayward F. Spinks. Req: 1600kc, 500w, D.

BP-14293 KBKR Baker, Ore.—Oregon Trail Bcstg. Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14297 NEW Lehigh Acres, Fla.—Lehigh Acres Radio & Tv Co. Req: 1440kc, 1kw, 5kw-LS, DA-2, unl.

BP-14301 NEW Gaffney, S. C.—E. Raymond Parker. Req: 1500kc, 1kw, 250w (CH), D.

BP-14303 NEW Salina, Kan.—John M. Hall. Req: 630kc, 500w, DA-2, unl.

BP-14304 NEW Lapeer, Mich.—Lapeer Bcstg. Co. Req: 1530kc, 5kw, DA, D.

BP-14306 WTVB Coldwater, Mich.—Twin Valley Bcstrs. Inc. Has: 1590kc, 500w, 5kw-LS, DA-N, unl. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14308 WJAY Mullins, S. C.—Mullins & Marion Bcstg. Co. Has: 1280kc, 1kw, D. Req: 1280kc, 5kw, D.

BP-14313 NEW Honolulu, Hawaii—Polynesian Bcstg. Inc. Req: 1210kc, 1kw, unl.

BP-14314 NEW Rapid City, S. D.—Black Hills Corp. Req: 800kc, 1kw, D.

BP-14317 WVNA Tuscumbia, Ala.—Elton H. Darby. Has: 1590kc, 5kw, D. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14319 NEW Comanche, Tex.—Radio Comanche. Req: 1550kc, 250k, D.

BP-14320 NEW Bucyrus, Ohio—Andrew Emerine. Req: 1520kc, 250w, D.

BP-14321 NEW Poplarville, Miss.—Ben. O. Griffin and Henry C. Hunter. Req: 1530kc, 1kw, D.

BP-14323 WOBS Jacksonville, Fla.—Mel-Lin Inc. Has: 1360kc, 5kw, D. Req: 1360kc, 5kw, DA-N, unl.

BP-14324 KUDE Oceanside, Calif.—Dolph-Pettey Bcstg. Co. Has: 1320kc, 500w, DA-1, unl. Req: 1320kc, 5kw, 500w-LS, DA-2, unl.

BP-14325 NEW Buena Vista, Va.—Commercial Service Co. Req: 930kc, 5kw, D.

BP-14328 WFYI Mineola, N. Y.—VIP Bcstg. Corp. Has: 1520kc, 10kw, DA, D. Req: 1520kc, 50kw, DA, D.

BP-14329 NEW Highland, Ill.—Progressive Bcstg. Corp. Req: 1510kc, 250w, DA, D.

BP-14330 NEW Gloucester, Mass.—Simon Geller. Req: 1540kc, 1kw, DA, D.

BP-14331 NEW Many, La.—Many Bcstg. Co. Req: 1530kc, 1kw, D.

BP-14332 WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Inc. Has: 740kc, 1kw, D. Req: 740kc, 5kw, 1kw (CR), DA, D.

BP-14334 NEW Bayamon, P. R.—Jesus Vargas Candelaria. Req: 1400kc, 250w, unl.

BP-14338 NEW Morro Bay, Calif.—Elbert H. Dean & B. L. Golden. Req: 1150kc, 500w, D.

BP-14339 KVAS Astoria, Ore.—Lower Columbia Bcstg. Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14340 NEW Lynchburg, Va.—Griffith Bcstg. Corp. Req: 930kc, 1kw, D.

BP-14345 WAVN Stillwater, Minn.—St. Croix Bcstg. Co. Has: 1220kc, 1kw, D. Req: 1220kc, 5kw, D.

BP-14346 KXRJ Russellville, Ark.—The Valley Bcstrs. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14348 NEW Asheboro, N. C.—WIDU Bcstg. Inc. Req: 1530kc, 1kw, 250w (CH), D.

BP-14351 NEW Cottonwood, Ariz.—Peter Viotti. Req: 1600kc, 1kw, DA, D.

BP-14352 NEW Roseau, Minn.—Marlin T. Obie and Henry G. Tweten. Req: 1410kc, 1kw, D.

BP-14353 KBMW Breckenridge, Minn., and Wahpeton, N. D.—Interstate Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14354 NEW Stratford, Conn.—Berkshire Bcstg. Corp. Req: 1490kc, 250w, unl.

BP-14355 NEW Shelton, Conn.—James Stolcz. Req: 1490kc, 250w, 1kw-LS, DA-D, unl.

BP-14356 NEW Buena Vista, Va.—Parkway Bcstg. Co. Req: 930kc, 5kw, D.

BP-14358 NEW Joshua Tree, Calif.—Col. Edmund B. Moore, USA Ret. Req: 1420kc, 1kw, D.

BP-14359 NEW Daingerfield, Tex.—Beamon Bcstg. Co. Req: 1560kc, 1kw, DA, D.

BP-14360 WBBI Abingdon, Va.—Burley Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14361 KMHL Marshall, Minn.—Harry Willard Linder. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14362 WBUC Buckhannon, W. Va.—Upshur County Bcstg. Co. Has: 1460kc, 1kw, D. Req: 1460kc, 5kw, D.

BP-14363 NEW Herndon, Va.—Coastal Bcstrs. Inc. Req: 1440kc, 1kw, DA, D.

BP-14364 NEW Warsaw, N. C.—Warsaw-Mount Olive Bcstg. Co. Req: 550kc, 1kw, DA, D.

BP-14365 KDHL Faribault, Minn.—KDHL Bcstg. Co. Has: 920kc, 1kw, DA-2, unl. Req: 920kc, 1kw, 5kw-LS, DA-2, unl.

BP-14366 NEW Redfield, S. D.—Victoria Bcstg. System. Req: 1380kc, 500w, D.

BP-14369 KEEE Nacogdoches, Tex.—J. C. Stallings. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14370 KONG Visalia, Calif.—Air Waves Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14371 WBIL Leesburg, Fla.—Thompson K. Cassel. Has: 1410kc, 1kw, D. Req: 1410kc, 5kw, D.

BP-14378 WMYR Ft. Myers, Fla.—Robert Hecksher. Has: 1410kc, 500w, 5kw-LS, DA-N, unl. Req: 1410kc, 5kw, DA-N, unl.

Text of policy statement concerning conduct of FCC policy

■ Commission issued following policy statement in connection with revising its Administrative Order No. 10 concerning standards of conduct for FCC employes. Action Sept. 18.

The effectiveness of the commission in serving the public interest depends upon the extent to which the commission holds the confidence and esteem of the nation's citizens. To hold the public confidence, high moral and ethical standards must be maintained within the commission and all officers and employes must obey not only the literal requirements of the federal laws and orders governing official conduct, but also must show by their conduct that they support the ethical principles which underlie these laws and regulations. This means that each of us must do his part in maintaining the reputation of the commission by conducting himself at all times in such manner that his actions will bring credit upon the commission and the federal service.

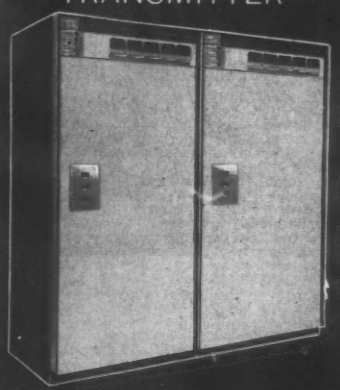
With this end in mind, the commission has promulgated standards of conduct for all commission employes and has delegated to the chairman responsibility for the detection and prevention of acts, short of criminal violations, which could bring discredit upon the commission and the federal service. In this connection, attention is called to the Code of Ethics for Govern-

Continued on page 115

ITA Quality

MEANS HIGHER POWER FM

35 kw FM TRANSMITTER



FM's Most Powerful Transmitter! ITA's 35 kw FM Transmitter is designed to fill in coverage weak spots—blanket any area with POWER at a price you can afford. Offers these features: • Stereo and Multiplex Provisions • Grounded Grid PA That Needs No Neutralization • Silicon Rectifiers • Power Cutback to 5 kw • Free Installation Supervision. Examine its features . . . step up to the best high power FM transmitter ever made. For complete information write ITA Dept. BI-4.

ITA

ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Immediate requirement for manager and chief engineer at new 1000 watt daytimer located in suburban major market in northeast. Write Box 942G, BROADCASTING.

Assistant manager-sales manager for No. 1 station in market. Sales background and impressive past sales record essential. This is a group-owned station with excellent opportunity of promotion for you. Best opportunity to earn money. Send resume, sales record, and recent photo to Randall Rollins, WAMS, 414 French Street, Wilmington, Delaware.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 789G, BROADCASTING.

Salesman, ready to move-up to sales manager. Must be thoroughly experienced in am operation. Golden opportunity to move into management in good small eastern market. Aggressive sales record a must. Box 219H, BROADCASTING.

Writer, to create reports on radio selling techniques for NYC firm. Sales or promotion background necessary. Send resume, state salary. Box 247H, BROADCASTING.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snapshot to Earl Harper, w-HI-h, 731 Boush St., Norfolk, Va. Available for personal interview at President Hotel, New York City, October 2 through 6.

$10,000 year ($7800 salary plus commission). We pay moving and interview expenses. Must be producer. Station on 24 hour operation a.m. and f.m. Mail resume to Sales, WLAV, Grand Rapids, Michigan.

Attention Mississippi: Wanted—full time salesman. Must be able to produce what you sell with strong air voice. Play-by-play sports ability desirious. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State University.

Announcers

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Expanding progressive Ohio broadcasting company seeks morning personality with opportunity for television work. Tape, resume, photo to Box 171H, BROADCASTING.

News director, on the air. Newsman wanted top radio facility Southern California. Maturity, style and ability is our yardstick. Tape and resume. Also first ticket staff announcer. Fine music format. Tape and resume to Box 195H BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Mature voice, experience, and the desire to grow with a long established, expanding radio station in the midwest. Send full details, including salary expectations. No tapes now, but we may want them later if you're too far away for a personal interview. Immediate opening. Box 217H, BROADCASTING.

Southeast daytimer needs announcer with mature approach. News-dj. Small town, congenial staff. Send tape and resume. Box 218H, BROADCASTING.

Growing southern chain accepting auditions from production-minded announcer-d.j.'s. We like the bright, happy pace. No screamers or dreamers, but dedicated workers who want to grow with our organization and advance themselves into a solid lucrative future. Young or old, if you can take hold and produce, there is a place for you in this energetic group. Send tape and resume, including references and picture. Your application acknowledged immediately and held for action. Box 225H, BROADCASTING.

Needed: Combo man capable of chief engineering duties. KCCR Pierre, South Dakota.

Wanted: Experienced radio and television announcer. Looking for a stable man and willing to wait to find the right man. No booze hounds or drifters. All replies confidential. Reply to Bill McCraken, KFBC Radio-TV, Cheyenne, Wyoming.

Announcer, first phone, pay according to ability, experience, need immediately. George Williams, KGHM, Brookfield, Missouri.

Mature-announcer-news editor for daytime station. Must be able to gather, write and report local news. Friendly town, friendly staff, good pay, many benefits. Write or call Ray Saadi, KTIB, Thibodaux, La. Phone Hillcrest 7-9006.

First phone: bright, full time announcer, no maintenance. Happy, non rock, but fast moving format. Salary to ability. KUTT, Box 109, Fargo, N. Dakota.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Experienced staff announcer needed immediately. WASA, Havre de Grace, Maryland.

Washington creative announcer — strong, resonant bass voice; intelligent production capacity. Top salary, excellent future with growing organization. Send tape, photo, experience to Arthur Arundel, President, WAVA, Arlington 7, Virginia or telephone KE 6-9000 if near Washington, D. C.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Wanted: Immediate opening for two staff announcers. Pa. ABC affiliate. One position requires first phone. Top money to right men. Send tape-photo-resume to Al Dame, Station Manager—WCPA, Clearfield, Pa.

Morning man for the top-rated operation in the best three station non-metropolitan market in New England. Your salary requirements will not frighten us if you are really sharp. Send tape and resume to Manager, WDOT, Burlington, Vermont.

Help Wanted—(Cont'd)

Announcers

WLPM, is going 5kw and needs mature voice personality for quality programming. Send tape and resume or contact Ed Baydush, WLPM, Suffock, Virginia, for interview.

Help! Caught in the draft. Need an announcer or combo immediately. WNNT, Warsaw, Virginia. 250 watt daytimer. Phone EDgewater 3-6900.

DJ for top 40 nighttime show. Call WNCO, Ashland, Ohio.

Farm-local newsman combination. Send resume and tape. WSMI, Litchfield, Illinois.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Eight-year-old tv only operation starting 100 kw quality fm operation about October 15. Need two good radio announcers who also have ability to appear on tv. Knowledge of news copy traffic useful. No dj's please. Send picture, tape, full particulars first letter. Dwight Wheeler, WWTV-FM, Fetzer Television, Cadillac, Michigan.

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Personality announcer, CBS affiliate. WKRG, Mobile, Alabama.

Dee jay—first phone—St. Louis area. Fast paced tight board. Send tape-resume to Chuck Norman, 7552 Wydown Blvd., St. Louis 5, Mo.

Technical

Chief engineer—Mississippi ND daytimer, going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

Chief engineer for 1,000 watt am and fm midwest station. No announcing required. Excellent opportunity. Send background experience, references, and salary requirements with first letter. Box 126H, BROADCASTING.

Engineer-announcer or engineer salesman. Main requirement engineering ability for 500 watt daytimer that believes in providing best equipment for maintenance in one of Carolina's fastest growing small markets. Salary open. Box 129H, BROADCASTING.

First class engineer who can double in brass—either announcing, copy, production, or traffic. Medium southern market fulltimer with fm. Send resume, tape, recent photo, and expected salary. Box 130H, BROADCASTING.

First class licensee that can sell, write copy, or announce. Box 188H, BROADCASTING.

Needed immediately: two experienced first phone operators. KSTT, Davenport, Iowa.

Immediate opening for chief—1st phone. Maintenance and installation experience. Write or call Ralph Robinson, c/o WACE, Chicopee, Mass.

Position open for chief engineer at WCOA, Pensacola. Our man must be experienced audio-rf man. No announcing. Currently ready to re-equip control facilities. Five kw directional night. Top pay to right man. Many other benefits. Gulf coast Florida presents finest in family living. Contact J. McCarthy Miller, WCOA, Pensacola, Florida.

Help Wanted—(Cont'd)

Technical

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Reliable copy-traffic person for two station 100,000 plus market in western New York. Security and pleasant conditions with benefits. Prefer someone who has come up through small station. Box 104H, BROADCASTING.

Need top news digger—writer—reporter for major Metropolitan market. Exclusive news background as city reporter, correspondent desired. Big opportunity in "ready" market. Send data, tape, picture to Box 105H, BROADCASTING.

Promotion-publicity director by top rated midwest CBS tv and radio station. Excellent opportunity for aggressive idea man with publicity, merchandising, writing and administrative experience. $8,000-$12,000 start. Send all details including brochure of previous campaigns, references, photo to Box 139H, BROADCASTING.

News director, presently heading news department of number one station in top thirty market. Seeking more news minded operation. Will consider newsman's position with potential in top organization. Box 182H, BROADCASTING.

Young, successful program director for station interested in quality adult radio. Good announcer. 33, family. Box 192H, BROADCASTING.

Eight years experience radio, television, video tape editing. Desire position am, television. Can start immediately. Box 202H, BROADCASTING.

Internationally-known program director desires change. Seasoned young executive. Exceptional ability in audience development, all age groups. Unexcelled references. Consider solid, established station anywhere. Low five figures. Detailed resume available. Box 203H, BROADCASTING.

Kilowatt independent in small western Pennsylvania market needs fulltime newsman to gather, write and announce news. Send tape, photo, details of experience and salary required. Box 234H, BROADCASTING.

Washington, D. C., top 40 station, has immediate opening for combination newsman-copywriter. Box 236H, BROADCASTING.

Wanted—program director who can also gather and write local news. Some announcing. 500 watt daytimer. KCHE, Cherokee, Iowa.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

News director, 5000 watt regional with accent on statewide news coverage. Must write, collect, broadcast. Good existing news setup. Prefer man with smattering of sports ability. Craig Parker, WDEV, Waterbury, Vermont.

Newsman with good reporting sense, authoritative voice for active news department needed for immediate opening. Send tape and resume, or contact by telephone Mr. Bill Frank, Program Director, WIMA Radio, Lima, Ohio, Immediately.

Help Wanted—(Cont'd)

Production—Programming, Others

Immediate opening for program director. Present man being recalled into service. Must be creative and capable of assuming administrative responsibilities. If interested call Howard Frederick, WIRL, Peoria, Illinois.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Available: Fifteen years manager/sales manager experience. College graduate, business administration, commercial law and advertising. Successful operation sold station. Resume on request. Box 136H, BROADCASTING.

Station, sales manager 16 years. Strong on local, national sales. First class license. Excellent references. Box 197H, BROADCASTING.

An experienced broadcaster desires to participate in management of top ten market fm operation and would like an option to purchase with cash up to 51% of station. Box 244H, BROADCASTING.

General manager, $200 minimum. 15 years experience. Immediate. Box 246H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Top flight radioactive sales personality . . . Restless, frustrated, for lively organization with solid recognition in major market providing top production, promotional and merchandising tools. In return . . . will create the trust power necessary to skyrocket sales . . . Must be top 50 market. Box 964G, BROADCASTING.

Are you looking for an account exec. with four years exp. in small market. Copy, production and board exp. also. Married and willing to relocate. Desire to work into management position. Box 198H, BROADCASTING.

Sales, announcing. Can perform saleable shows, can sell them. Can manage not armchair. South. Box 207H, BROADCASTING.

Midwest newspaper salesman desires return to live radio market. Sales, copy, news, announcing experience. Journalism graduate. Work straight 20% for right deal. Can invest. Selling for you after two weeks notice to present employer. Box 213H, BROADCASTING.

Announcers

Personality, dj, announcer, newscaster. Run own board. Married. References. Will travel. Prefer top 40 or middle of the road. Box 721G, BROADCASTING.

Swingin dj, college grad. 2 years experience. Joe Niagara type. Box 140H, BROADCASTING.

Negro announcer looking employment—will travel, strong in board work. Graduate of A.T.S. Box 163H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention upper mid-west! 3 yrs. experience, good voice, build show around good music, bright chatter, and, $ell. Thrive on competition. Makes listeners want more. If you do, write box 167H, BROADCASTING.

Announcer. 2 years experience, first phone, crisp news—both radio and TV, tight board, enthusiastic delivery, vet, single—Box 180H, BROADCASTING.

Young experienced announcer available. Desiring to relocate. Preferable Florida. Experienced all phases. Strong news. Some office work. Write Box 181H, BROADCASTING.

Announcer-account executive: Experienced, college-professional training, veteran, no military obligation, desire news exposure, will work combination. Box 183H, BROADCASTING.

Is this your need? Maturity—reliability—proven ability in top market—plus dialects and voices for production commercials—then I am your man. Box 184H, BROADCASTING.

Announcer-d. j.—newscaster-relief man looking for permanent position. Have car, married, age 24, 1 year experience, 2 years college prefer to relocate in a northeastern state. Box 186H, BROADCASTING.

Top dj in medium-major, five years, married. Top forty or middle music. Presently $115. Box 187H, BROADCASTING.

Top-rated personality DJ, with lively, happy sound . . . for your top-rated major market station. Box 191H, BROADCASTING.

Radio-tv announcer seeks position in Massachusetts or Connecticut. Married. Box 196H, BROADCASTING.

DJ-newsman: Tight, cheerful, personality; family, college. Best Hooper in midwest city of 100,000 during 3-6 p.m. References prove will give 100%. Tape and resume on request. Box 201H, BROADCASTING.

I must have something! Was in million-market after only week and a half in radio. 24, single, draft-free, write copy, like children, kind to animals. Top 40—let's go! Box 204H, BROADCASTING.

Announcer with sales and administrative experience, college education, married, stable. Am looking for growth apportunity with expanding organization. Box 205H, BROADCASTING.

Mature (not old) announcer with good background and solid references. Interested in permanent position in Hawaii. Will pay own travel. Box 206H, BROADCASTING.

Attention please! Northwesterner desires job-ticket (no maintenance). Some experience. Box 211H, BROADCASTING.

Literate. Tension-free network or transcribed feature station. 25. Single. Box 216H, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

Continental announcer dj—newscaster personality. Slight Dutch accent. Experienced—very tight board-combo. Not a floater. Resume and tape on request. Box 221H, BROADCASTING.

Announcer d.j. Newscaster personality. Experienced. Used to combo and very tight board. Not a floater. Married. Tape and resume on request. Box 222H, BROADCASTING.

1st phone, experienced; but beginner announcer, wants combo job around Chicago (100 mile radius). Box 224H, BROADCASTING.

Air personality with first phone will be available soon. Six years experience, including major market. $140.00 weekly minimum with two year contract. Box 228H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top forty flavored with oldies and r&b. If that's your format, and your looking for a personality who knows music, then let's talk. Currently employed #1 station top 30 market. Married. pd and md experience. Box 232H, BROADCASTING.

Air personality, staff announcer, capable of tight production. Fast board, experienced, college, married. Permanent position with family man's salary desired. Box 239H, BROADCASTING.

Announcer, beginner. College degree in broadcasting. Armed Forces Radio Service. Can write, have sales experience. Mature and a team-worker. Able to see stations problems creatively and commercially. Box 242H, BROADCASTING.

Man 34, desires to locate with radio station in metropolitan Washington area as announcer and grow with the station. Hard worker. Excellent references. Box 243H, BROADCASTING.

Announcer, dj. Experienced. Mature voice. Tight format, want to settle. Box 249H, BROADCASTING.

Experienced announcer. Wants to re-locate. Full knowledge of c&w, pop and other music. Run own board. Tight production. Pleasant, happy sound. Will consider all offers. Tape, resume available now. Write: Gene Norell, WRIG, Wausau, Wisconsin. Call collect Vi-79615.

1st class ticket, no experience. Make offer. Bill Baldwin, EAst 5-7049, Palatka, Florida.

Have worked mostly in big markets. Prefer TV and radio job. Well rounded radio personality. Experience 5½ years 1st phone ticket. Can supply references. Write to: Jerry Hooser, Box 815, Seymour, Texas.

Announcer. Good voice, news or dj. 1-year experience with unlimited ambition. Love music and work. Prefer Texas or near. Details on request. Bob Kay, Box 14494, Houston, Texas. MA 3-9515.

Announcer-lazy, undependable, dishonest, obnoxious. Doesn't want position but needs one in California, or western station, that wants draft free personality. High pay, short hours essential. Contact 5102 Quail Circle, Huntington Beach, California. Phone TW 7-3483.

One year experience, better than average. Ready now! Not a floater, will go anywhere for security. 958 Lamond Avenue, Lake City, Fla.

Top morning man or staff and production with ten years radio available immediately. Strong metropolitan experience. Dependable, sober, family man. Lou Shabott, 958 Lamond, Lake City Fla.

Air-salesman: mature experienced hard-working professional. Newscaster, programming. Employer references. Pleasant, relaxed adult sound . . . need adult wages. Family. South, southwest. Available now. Glenn Walker, 511 Woodland, Crookston, Minnesota.

Technical

Technical school graduate. Experienced on full power GE and RCA transmitters, plus studio experience. Desires studio or studio and transmitter position. Age 27, single. First phone. Box 210H, BROADCASTING.

Consultants-solid stations. Chief engineer desires change to field engineer or stable broadcast operation. 5,000 watt experience. Presently completing four tower directional proof after supervising overhaul and retuning. One time station owner, fourteen years experience, complete constructions, maintenance, supervision. Reply Box 212H, BROADCASTING.

First phone, family, desire permanent position in radio or television. Box 230H, BROADCASTING.

Production—Programming, Others

Program director with seven years at last station in surburban NYC. Seeks permanent position in larger market. Will accept announcing if money and future promising. Eleven years experience. 30 years old, married, own home but will relocate. Tape and resume on request. Box 214H, BROADCASTING.

Engineer, first phone, eighteen months maintenance experience—some announcing experience, desires job as combination man. Box 223H, BROADCASTING.

Seasoned - saleable - stable - solvent. Announcer-producer. Am-tv. Own: Bell-Howell 16 camera equipment and Magnecord tape-speech input. 20 year media man. Top references. Currently employed-midwest. News, forte. Box 229H, BROADCASTING.

Woman graduate of NAOB wants job in continuity, promotion or traffic. Box 237H, BROADCASTING.

Built reputation in local news coverage. Capable in performance. Permanent. Box 250H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman, between ages 25 and 35 for expansion of Romper Room, Inc., to service and cover all phases of program. Must be free to travel, excellent opportunity, salary and expenses. Write full details to Romper Room, Inc., 2229 North Charles St., Baltimore 18, Maryland. Phone calls not excepted..

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

Western vhf needs experienced studio-transmitter engineer with first phone license. Send resume and salary requirement to Box 190H, BROADCASTING.

Video switcher-director, licensed man preferred, some experience necessary. Also opening for transmitter engineer. Network station. Rocky Mountain area. Box 215H, BROADCASTING.

Opening for first phone, video and audio switching and some maintenance. Send resume, picture and salary requirements to J. H. Seide, Chief Engineer, KNOP-TV, North Platte, Nebraska.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

TV announcer: 1½ years TV, 4 years radio. Currently tv sports director. Experience in all phases of broadcasting. 4 years college. Prefer Radio-TV combination sports. Box 185H, BROADCASTING.

Announcers

Experienced tv announcer-director with many years radio, news speciality, family man. Prefers northeast tv or tv-radio position. Box 226H, BROADCASTING.

TV announcer seeks permanent relocation, prefer northeast. Married, veteran, experienced: booth, live spots, news, weather. Staff or straight commercial announcing. Box 238H, BROADCASTING.

Technical

First phone. RCA graduate, studio engineer experience, good references. Box 193H, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

News—is the most important function in broadcasting. Station managers may not believe this, but their newsmen should. I do. Two years with one of country's finest major market tv and radio stations. Experienced in all phases of news operation, including complete responsibility for prime time tv newscasts. Have reached dead end. Want hard work, responsibility, chance to advance on own merit. B.A. Journalism, married, 25, top references. Prefer Florida, or east or west coast. Box 208H, BROADCASTING.

Young man, economics degree, post graduate communication arts, anxious for beginning position, any capacity, television, radio. Box 227H, BROADCASTING.

In baseball I'd be a switchhitting utility infielder. In radio/tv I plug holes in programming/production with emphasis on research/writing documentaries and public interest. Box 252H, BROADCASTNG.

Off-camera news, public affairs director. Strong writer, photographer, available immediately, references, competitive. Jack Vandermyn, 1650 East Walnut, Evansville, Indiana. HA 5-9473.

FOR SALE

Equipment

Used tv transmitters offered as is. One Gates Model BT-1AH 100 watt Channel 10 $1,995.00. One Gates Model BT-5A 5 kw Channel 5, $4,950.00. Box 913G, BROADCASTING.

1000 watt transmitter 1280 kc, cut corder, $300. You pick up mid Missouri. Box 189H, BROADCASTING.

Fullest sound! Industry's standard RCA 44-BX Senior Velocity Microphones. Three, all good shape will completely equip control room, studio. First check $200.00 takes them. Box 199H, BROADCASTING.

Collings type 300G serial 34 transmitter. Excellent condition. Full set tubes plus some spares. Two 1240 crystals excellent for conelrad stand-by. Contact G. P. Richards, WCEM, Cambridge, Maryland.

GE-fm broadcast transmitter, type BT-1-B, model 4BT1B, exciter unit only, in operating condition. $450.00 F.O.B. WITZ, Jasper, Indiana.

Gates M5144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

Texas gulf coast broadcasters attention: 200 foot guyed triangular tower excellent condition—most reasonable. 1590 Sheridan Road, Lake Forest, Illinois.

Magnecord P-75 stereo tape recorder. New, in original factory cartons $700.00. Berlant BRX-1 and 30 recorders excellent condition. $275.00 each. Box 406, Hiawatha, Iowa.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE—(Cont'd)

Equipment

TV-25kw amplifier for high band, channels 7 to 13 available for immediate sale in excellent condition. Model number TT 25 BH. Submit offers to Fred Weber, 114 South Kenyon, Margate, New Jersey for amplifier delivery as is Steubenville, Ohio, and with tubes removed.

WANTED TO BUY

Stations

Operation desires southwest or west with preferably $5, 10, thousand down. Lease-purchase considered. Please don't tease. Send complete information first letter. Box 157H, BROADCASTING.

Want to invest up to $10,000 in profitable radio station, west or northwest, medium to large market. Manage actively and option purchase additional stock. Presently tv sales manager, large market; 15 years radio, tv; 38, family. Box 235H, BROADCASTING.

FM broadcaster desires partner(s) for purchase of the southwest's finest fm facility. Stereo designed for high quality low cost operation, this station can be purchased reasonably. All replies answered. Box 245H, BROADCASTING.

Equipment

Wanted: One Altec Limiter. Box 194H, BROADCASTING.

Wanted immediately am transmitter 250w or more good condition. Also several tubes 7D21. Box 251H, BROADCASTING.

Very good used Gates Studioette, RCA BC-4 or similiar small board. KROX, Crookston, Minnesota.

Wanted: Used fm transmitter, antenna, equipment, send details. P. O. Box 668, Victoria, Canada.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

For sale 2000 shares Connie B. Gay Broadcasting Corporation. Common voting stock. No reasonable offer refused. Box 253H, BROADCASTING.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in various territories. The main requirement is a broad background in radio combined with some sales experience. Also, must be aggressive, responsible and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid.

Opening also available in home office sales staff preparing technical proposals for men who want to sell but cannot travel.

Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 241H, BROADCASTING.

SALES EXECUTIVE WANTED

California - Nevada Territory

We want a native Californian or seven-year California Broadcast veteran, 30-40, travel. Managerial experience, knowledge radio-TV operation all levels. Good appearance, good car—forceful, dramatic, able to address large groups of people authoratively.

Our client's include nation's top stations. An opportunity with largest broadcasting sales-force in the country. Proven seven-year track-record.

Expenses plus direct commissions, where a goal of $25,000 can be reached within two years. Resume, income, pix; the works—personal interviews late September, L. A. & Frisco.

CCA, Inc.
J. C. Gilmore, Westport Conn.
CA 7-0841

Announcers

Radio Announcer Not Wanted!

We want a personality instead. He is bright and lively, but not a screamer. He has a personality of his own. He loves gimmicks and contests, and he may have a file of gags and comedy material. He will follow a well-balanced music formula, and he'll demonstrate exceptional ability on remotes and personal apearances. Above all, he can SELL! This man will rush his tape and resume to:

WLEE P.O. Box 8765,
Richmond, Virginia

P.S. We have the number one rating. Do you?

SITUATIONS WANTED

Production—Programming, Others

Program Director

with proven background in top 15 markets with #1 independent chain. Looking for program directorship or management with greater challenge. Family man with excellent references.

Box 231H, BROADCASTING

PROGRAM DIRECTOR—D.J.
Available

Rated No. 1 D.J. in Buffalo, Cincinnati, and Detroit. Now in L. A. Desire position as PD, DJ or both in major market. Have sound ideas. Write or call Tom Clay, 319 N. Lomita, Burbank, California. TH 5-1238.

MISCELLANEOUS

Moving?
Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

WANTED TO BUY

Stations

Financially responsible party interested in purchasing radio stations in the Southeast or Middle West. Must be realistically priced. No brokers. Replies held in strict confidence.
Box 233H, BROADCASTING

FOR SALE

Equipment

950 MC STL
MODEL PCL-2A

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.
Box 934F, BROADCASTING

FLORIDA FULLTIME

Single Sta. mkt. Attractive price and terms. Real estate included. All replies answered.
Box 200H, BROADCASTING

FOR SALE—(Cont'd)

Stations

PACIFIC NORTHWEST REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.
Box 209H, BROADCASTING

Nebraska daytime 1000 watt
$37,500, $10,000 down.
Box 240H, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations — Management
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Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
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SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	metro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30 power		300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations

FIRST TIME OFFERED! ARK. MAJOR FULLTIME REGIONAL $180,000—TEX. MAJOR FULLTIME REGIONAL $865,500 — FLA. MAJOR 'POWER' $550,000—WYOMING FULLTIME REGIONAL $62,500. 38 OTHERS FROM $35,000 TO $675,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
Austin 17, Texas

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $70,000 last year. Asking $75,000. $20,000 down.

CALIFORNIA. Exclusive. Full time. Asking $110,000. Terms.

NEW ENGLAND. Exclusive. Daytime. Owner ill. Asking $85,000 including real estate. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now
WALKER EMPLOYMENT SERVICE
Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

For Best Results
You Can't Top A
Classified Ad
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEEDED NOW

YOU May be READY for this TOP MARKET:

Disc Jockey,	12M to 6am	—	minimum	$200 week
Disc Jockey,	8pm to 12M	—	minimum	250 week
Disc Jockey,	12N to 3pm	—	minimum	250 week
Disc Jockey,	6am to 10am	—	minimum	300 week
News Director,	individual style	—	minimum	200 week
Newsmen,	Big & Different voices	—	minimum	150 week

Send tape—resume—picture—NOW—to:

Box 156H, BROADCASTING

Continued from page 109

ment Service, (House Concurrent Resolution 175, 85th Congress, 2d-Session); the attached message of the President to Congress, dated April 27, 1961; Sec. 6 of Executive Order 10939, dated May 5, 1961; and the White House memorandum on "Minimum Standards of Conduct," dated July 20, 1961, as amended, Aug. 3, 1961.

In carrying out the administrative program with respect to employe conduct, the chairman will designate an officer or employe of the commission who will promptly investigate all incidents or situations in which it appears that employes may have engaged in improper conduct. Such investigation will be initiated in all cases where complaints are brought to the attention of the commission, including: adverse comment appearing in publications; complaints from members of Congress, private citizens, organization, other government employes or agencies; and formal complaints refererd to the chairman by an employe's superior. Within 60 days after receipt of Revised Administrative Order No. 10, it shall be the responsibility of the chief of each office and bureau to secure from every person subject to his administrative supervision an executed copy of the attached form and to advise the executive office of the commission that all persons are familiar with the contents of the order and the President's message.

Standards of Conduct

I. Employe Conduct on the Job

The manner in which an employe of the commission conducts himself on the job is relevant to the proper, economical, and efficient accomplishment of his official duties and responsibilities. It is, therefore, expected that employes of the commission will comply with the following general standards.

A. *General Standards of Conduct*

Employes shall conduct themselves in such manner that the work of the commission is effectively accomplished and shall observe the requirements of courtesy, consideration, and promptness in contacts with the public and fellow employes.

B. *Use of Federal Property*

Employes may not use federal property of any kind for other than officially approved activities, and have positive responsibility to protect and conserve all federal property, including equipment and supplies, which is entrusted to their care.

C. *Disclosure of Information*

Except as specifically authorized to do so, an employe may not, directly or indirectly, disclose, make use of, or permit others to make use of, any official information not made available to the general public, of which he has knowledge or which comes into his possession as a result of his employment in the commission, which is of a confidential nature, or which was revealed to him as a matter of trust, or any other information of such character that its disclosure would be contrary to the best interest of the government, the commission, or persons served by it. Examples of this kind of conduct include disclosing staff papers to persons outside the commission or disclosing actions or decisions by the commission prior to authorized public release of such information, or disclosing to persons outside the commission information given the commission in trust.

II. Outside Employment and Activities

In general, a commission employe is entitled to the same rights and privileges as all other citizens. There is no flat rule against an employe of the commission holding an outside job if he wishes to, or if he feels the economic need for doing so. However, the employe's performance of his commission job must not be adversely affected by his outside work and his outside employment must not reflect any discredit on the government or the commission.

It is expected that each commission employe will comply with the following standards on outside employment.

A. *General*

An employe of the commission may not engage in outside business or professional activities or accept employment in private enterprise, with or without compensation, if such activities or employment, (a) will be in conflict with the interests of the commission or of the government, (b) will interfere with the efficient performance of official duties, (c) will use, or appear to use, information obtained in connection with official duties which is not generally available to the public, (d) reasonably might be regarded as official actions, or (e) will bring discredit upon, or cause unfavorable and reasonable criticism of, the government or the commission.

B. *Teaching, writing and lecturing*

Teaching, writing, and lecturing by commission employes on their own time are encouraged as long as the laws, general standards, and agency regulations pertaining to conflicts of interest, the standards and regulations applying to outside employment and the above restrictions pertaining to disclosure of information are observed. Articles shall not identify the author with the commission or the federal government unless prior approval has been obtained from the commission nor shall documents prepared in the course of official duties be used for private gain by any commission employe.

C. *Financial Indebtedness*

All employes of the commission are expected to meet all just financial obligations.

III. Conflicts of Interest

A "conflict of interest" situation may be defined as one in which a commission employe's private interest, usually of an economic nature, conflicts or raises a reasonable question of conflict with his duties and responsibilities as an employe of the commission. The potential conflict is of concern whether it is real or only apparent.

There are a number of statutes which deal with conflicts of interest in federal employment and employes are expected to be familiar with them. In summary, these statutes:

A. Prohibit officials from assisting outsiders in the prosecution of claims against the United States. (18 U.S.C., Sec. 283.)
B. Forbid employes to assist others for pay in any matter which is before a forum of the executive branch and in which the United States is interested. (18 U.S.C., Sec. 281.)
C. Restrict certain post-employment activities involving prosecution of claims against the United States. (5 U.S.C., Sec. 99.)
D. Require officials to disqualify themselves from acting in government matters in which they have a conflicting interest. (18 U.S.C., Sec. 434.)
E. Prohibit outside pay for government work. (18 U.S.C., Sec. 1914.)
F. Disqualify former officers and employes in matters connected with former duties. (18 U.S.C., Sec. 284.)

In addition to these statutory restrictions, commission employes should conduct themselves in accordance with the following general standards on conflicts of interest:

A. *Outside Employment*

An employe of the commission may not engage in any outside employment, including teaching, lecturing, or writing, which might reasonably result in a conflict of interest, or an apparent conflict of interest, between his private interest and his official commission duties and responsibilities.

B. *Gifts and Gratuities*

No employe of the commission may solicit or accept, or agree to accept, directly or indirectly, any thing of economic value as a gift, gratuity, favor, loan, or free service, which might reasonably be interpreted by others as being of such nature that it could affect his impartiality, from any person, corporation, or group, if the employe has reason to believe that the person, corporation or group:

1. Has or is seeking to obtain contractual or other business or financial relationships with the commission; or
2. Conducts operations or activities which are regulated by the commission; or
3. Has interests which may be substantially affected by such employe's performance or non-performance of his official duty; or
4. Is in any way attempting to affect the employe's official actions at the commission.

This rule will not prevent an officer or employe of the commission from accepting an award publicly bestowed for outstanding achievement in government service. Nor is this rule meant to restrict unduly a commission employe's social activities. Each employe must judge for himself whether his social activities may or may not compromise or appear to compromise his position as a public servant.

C. *Financial interests*

In general, an employe may not (a) have direct or indirect financial interests that conflict substantially with his responsibilities and duties as an employe of the commission or (b) engage in, directly or indirectly, financial transactions as a result of, or primarily relying upon, information obtained through his employment. Each employe is expected to comply fully with Sec. 4(b) of the Federal Communications Act, which provides that "no employe of the commission shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of the Communications Act of 1934, as amended, or own stocks, bonds, or other securities of any corporation subject to any of the provisions of the Communications Act of 1934, as amended."

The above examples of improper conduct are cited to illustrate the type of action coming within the scope of this policy and are not to be interpreted as a complete list.

If an employe is in doubt about any matter covered by these orders and statements, or if he has a question as to the propriety of a past or contemplated line of conduct, he should discuss his problem with his supervisor or the official or employe designated by the chairman to handle such matters.

Procedure

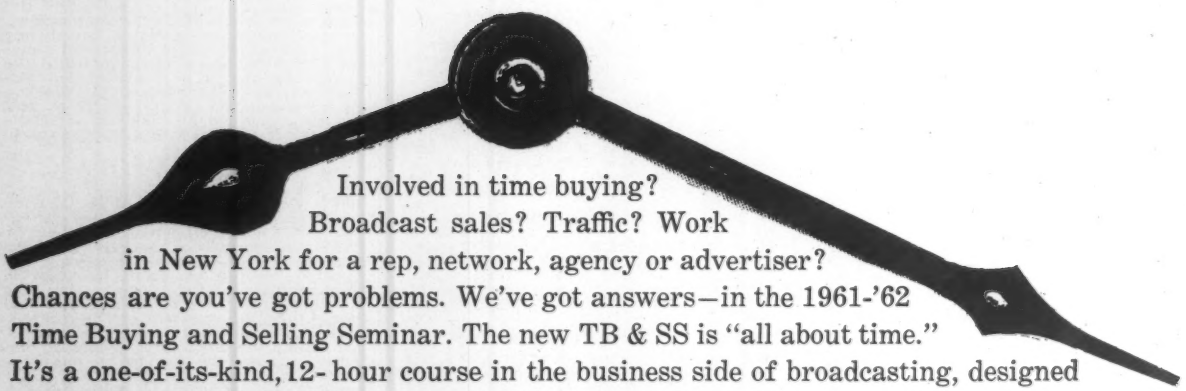
Cases investigated under this program will result in one of the following actions being taken:

1. When investigation reveals that the charges are groundless the person designated by the chairman to assist in administration of the program may give a letter of clearance to the employe concerned, and the case will not be recorded in his personnel file.
2. If, after investigation the case administrator deems the act to be merely a minor indiscretion, he may resolve the situation by discussing it with the employe. The case will not be recorded in the employe's personnel file.
3. If the case administrator considers the problem to be of sufficient importance he may call it to the attention of the chairman, who in turn may notify the employe of the seriousness of his act and warn him of the consequences of a repetition. The case will not be recorded in the employe's personnel file.
4. The chairman may, when in his opinion circumstances warrant, establish a special review board to investigate the facts in a case and to make a full report thereon, including recommended action.
5. If the chairman decides that formal disciplinary action should be taken, he may prepare for commission consideration a statement of facts and recommend one of the following:
   a. *Written reprimand*—a formal letter containing a complete statement of the offense and official censure;
   b. *Suspension*—a temporary non-pay status and suspension from duty;
   c. *Removal for cause*—complete separation for cause in case of a serious offense.

Only after a majority of the commission approves formal disciplinary action will any record resulting from the administration of this program be placed in the employe's official personnel file. No action will be taken under this paragraph which violates an employe's right under the Veteran's Preference Act; Sec. 9.102(a)(1), Federal Personnel Manual; Part 2, Civil Service Commission Regulations; or FCC Personnel Policy Memorandum No. 16, Statement of Policy for Adjustment of Grievances.

Adopted Sept. 7.

All about time... in 12 hours



Involved in time buying? Broadcast sales? Traffic? Work in New York for a rep, network, agency or advertiser? Chances are you've got problems. We've got answers—in the 1961-'62 Time Buying and Selling Seminar. The new TB & SS is "all about time." It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement. ¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 24. Instructors: Eight industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 50. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, Radio and Television Executives Society, PL 8-2450.

Enroll me immediately in the 1961-'62 RTES Time Buying and Selling Seminar (Fee: $15)

Check enclosed ☐
Please bill me ☐

Name_____ **Firm**_____

Address_____

TIME BUYING AND SELLING SEMINAR • RADIO AND TELEVISION EXECUTIVES SOCIETY • 515 MADISON AVENUE, NEW YORK 22, N.Y.

OUR RESPECTS to Adrian Daniel Woolery, president, Playhouse Pictures

Animated commercials are tv's best cartoons

The finest form of tv cartooning is the animated commercial, according to Adrian Woolery, president of Playhouse Pictures. Properly planned and executed, the animated commercial has amused many a viewer into action that has rung many a dealer's cash register and set sales records for many delighted advertisers. But the tv cartoon program is something else again, and generally something inferior, Mr. Woolery believes. The demands of television for program material are so great and the price the medium is willing to pay for programs so small that it's impossible for a conscientious cartoon producer to turn out the footage that is called for without sacrificing either quality or solvency.

"For the present, at least, the theatre offers greater rewards, artistically as well as financially, to the animated cartoon producer," Mr. Woolery said last week. "So, if Playhouse Pictures gets into the field of pure entertainment— and we have a couple of ideas that may be worth developing— our efforts will be aimed at theatrical exhibition. Our television output will continue to be animated commercials."

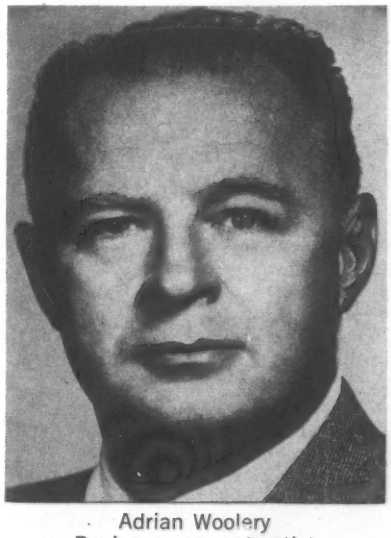
Honest Pride ▪ There was no note of apology in his reference to commercials, no hint that these tv sales spots are in any way inferior to the programs they adjoin. And it would never occur to Ade Woolery that there should be. Like any other businessman with a good product, he is proud of the work his company turns out, proud of the fact that in the past five years Playhouse commercials have won well over 100 awards and citations in national and international competitions, proud that they have produced enviable sales results from their sponsors, who return, season after season, asking Playhouse Pictures for more of the same.

For Adrian Daniel Woolery is a businessman. Sober in expression and conservative in dress, he might be a successful banker, retailer or professional man. His business is located in Hollywood, but there is no Hollywood touch to his personality. His product is artistic, but there is nothing arty about the man himself. "I have no artistic talent," he freely confesses, "nor even any artistic leanings. My function is the usual management function of making decisions about what we're going to do and how it's going to be done, then hiring the right people for the job. If a decision is needed, it's up to me to make it, but that's the extent of my creative contribution."

How did Ade Woolery come to be mixed up in an essentially artistic business? A school chum of Ade's wife had married a nephew of Walt Disney and they came to visit the Woolerys in Seattle. The nephew talked about the opportunities Disney offered a bright young man; Ade indicated he might be available and two weeks later he got a phone call and it was goodbye Seattle, hello Hollywood. Starting with a trainee's job in the camera department, he progressed to scene planning and to unit production manager.

On the Move ▪ Ade spent five years with Disney, leaving in November 1941 to go to Screen Gems as production supervisor of animated shorts. In 1943 three of his former associates at Disney formed Industrial Films and got Ade to work with them on their first big job, a pro-Roosevelt film ordered by the CIO for use during the 1944 political campaign. This led to a number of government contracts which put the firm into the defense work class and enabled its principals to leave their other jobs and devote full time to their own company, which was renamed United Productions of America and, eventually, UPA Pictures. Ade left Screen Gems to join the new company as production and cost control manager. He later became partner and co-owner of UPA, but he wanted to run his own shop so, in July 1952 he left UPA and founded Playhouse Pictures.

Today, Playhouse Pictures occupies its own building, but in 1952 Ade had desk space as headquarters and did mostly service jobs, hiring freelance help as needed. His years at Disney, Screen Gems and UPA had given him a wide acquaintance with the animation craftsmen and an intimate knowledge of who was best for a particular job, so Playhouse Pictures' work was good and the demand for it grew.



Adrian Woolery
Businessman, not artist

A Ford in his Future ▪ In 1954, Playhouse Pictures got an order for 10 tv spots from Ford and created a humorous animated series which won national recognition and started the light-sell technique for which the organization has since become noted. "That Ford series really put us into business," he stated. "Since then Ford has been a regular client and has been a bellwether in attracting other assignments."

The list of Playhouse Pictures accounts reads like a blue book of American advertisers. Memorable creations include Ford's "Shaggy Dog" (which won a first award at the Cannes Film Festival), Burgermeister's "Little Man" (dubbed the most beloved tv character in the West) and Falstaff's "Old Pro" (whose fans outnumber those of most real life sports stars), to name only three. Last year, Playhouse spots for Kaiser, Olin Mathieson and Ford took all three top commercial animation awards at the Venice Film Festival, resulting in the presentation of the Venice Cup to Playhouse Pictures, first time this award has ever gone to an American producer. "You don't have to sell this kind of business," Ade observed. "Each job we do gets us offers to do others. I'm our only salesman and I haven't made a sales trip in over a year. We get an inquiry from a company or its agency, show them our sample film and discuss the kind of commercials they have in mind and whether they or we will provide the storyboard. My function is to set the price for the package and, if we get the order, to see that it's produced the way they want it and that we get our costs back plus a reasonable profit."

Born in Seattle, Aug. 6, 1909, Ade grew up in that city, graduating from West Seattle High School and spending two years at Wilson Business College. In 1935, he married the former Marguerite Holtzheimer. They have two sons, Ted, 21, and Gerry, 17.

Tall, (6′ 3″) and broad shouldered, Ade Woolery is a big man, but religious adherence to a diet-and-exercise routine keeps his weight to 200 pounds or less. His newest hobby is flying and he holds a private pilot's license. No card player, Ade prefers to do his gambling at the crap tables and several times a year indulges this proclivity at Reno or Las Vegas.

The popular vote

THE Kennedy administration, which came to power at least partly through skillful political forecasting, ought not to be particularly pleased by a poll recently conducted in Minnesota.

The poll showed that the policies of FCC Chairman Newton Minow, one of the administration's most conspicuous members, have been rejected by an overwhelming vote.

As reported elsewhere in this issue, a respected St. Paul research firm headed by a U. of Minnesota professor surveyed 17,500 persons who attended the Minnesota state fair.

Asked if they thought television was a vast wasteland, 79% said no, 14% said yes, 7% did not answer.

Asked if they thought the government ought to decide the types of programs to be broadcast, 84% said no, 11% said yes, 5% did not answer.

If Mr. Minow thinks he has a mandate to change television, the mandate comes from a minority too small to figure in any election. Administrations stay in office only by majority vote. If its communications policy is to be of any significance in the public appraisal of its record, the current administration ought to be somewhat concerned about its prospects in 1964.

The Georgia conclave

THE democratic process can be highly effective if it isn't hampered by red tape, protocol or the cramping restrictions of hearing formalities. The recent South East Radio-Tv Seminar in Atlanta proved that.

This gathering of 100 broadcasters deeply concerned over the requirements of FCC's proposed logging rules had started out as a small regional project. Because of the threat to station solvency that was feared by those who had examined the proposed rules, the Georgia Assn. of Broadcasters found its Sept. 15 meeting had aroused national interest.

Industry and government met on cordial terms. Kenneth Cox, the FCC's Broadcast Bureau chief, listened with interest to the practical applications of the commission's rules and to the two NAB representatives.

Few broadcasters could recall a more effective meeting with spokesmen for their regulators. They had the satisfaction of over-the-table discussion unhampered by fear of *ex parte* charges, political influences or bureaucratic bias. It was an excellent preliminary to the Washington conference of the NAB and FCC on the same subject to be held Oct. 6.

Who's boss?

THE fact that the FCC voted finally to break down 13 of the remaining two-dozen clear channels is not in itself too significant. The choice before the commission was not whether any of the channels should be duplicated but whether all of them would be thrown open to secondary operations in "under-served" areas if any actually exist.

The really important action was that, by majority vote, the FCC elected to defy the House Commerce Committee which specifically had requested that it defer final decision until the committee and Congress had the opportunity to consider pending legislation which would prohibit the breakdowns.

This was bold action. It was mitigated somewhat through the device of delaying consideration of applications for duplicated assignments so that no breakdowns possibly could occur until well after the next session of Congress convenes in January.

What does this action portend? Does it mean that in the controversial areas of television, involving deintermixture and sub-standard drop-ins, that the FCC will ignore congressional opinion? We doubt this. And we doubt whether Congress would condone it. President Kennedy's Reorganization Plan No. 2, involving the FCC, was overwhelmingly defeated in the House because it would place too much power in the hands of the FCC chairman and because Congress is jealous of its prerogatives in relation to the independent agencies *vis a vis* the executive branch.

Congress has always resisted executive interference with the independent agencies. The licensing and legislative functions belong to Congress, its leadership, whether Republican or Democratic, always has contended. Because Congress is busy and does not have the expertise, it has created such agencies as the ICC, FCC, FTC and FAA to perform specialized work. And it won't easily retreat from that position.

As to the merits of the clear channel breakdown, we feel the FCC action is untimely, but for the unusual reason that it waited too long. It was 16 years ago that the clear channel case was opened. Conditions have changed. There is no shortage of am stations anywhere except possibly in isolated areas where it would be economic suicide to build new Class II, 10 kw stations. And these, in most instances, are the very areas where the only service now available is from the clear channels.

It will be a long time before there is a showdown. We have the hunch that certain FCC members voted for the partial break-down with the hope that Congress would take over and decide the issue before any real damage is done.

An expert on the subject

NEXT time David Susskind begins shooting off his mouth about how lousy television is, he can be silenced by a perfect squelch—a re-run of his *Open End* program of Sept. 10.

That was the program on which he, Jackie Gleason, Toots Shor, Joe E. Lewis, Ernie Kovacs, Marya Mannes, Lenore Lemmon and Richard Gehman spent two bibulous hours discussing Frank Sinatra and the Rat Pack. Viewers reported later it was like walking sober into a cocktail party that had been going on since the day before.

All the participants are interesting personalities in their own right. The trouble was that they were misused. And the management of the program must be charged to Mr. Susskind.

Come to think of it, Mr. Susskind is right. Television can be lousy at times.

Drawn for BROADCASTING by Sid Hix

"With all this criticism of violence on tv, you two have to start a fight on camera!"

PERSONALITY AT WORK!

"Thanks A Lot, Old Rebel"... *Some are too excited to say it. "Thanks" is there, though, in the glowing eyes of thousands of kids every year when they get that treasured autograph and that "Hello there, Joey," from their favorite friends, the Old Rebel and Pecos Pete of WFMY-TV ("Troubles" sometimes licks a hand or two for her public). When these three come to town, in this area of 466,640 TV homes, everyone, Gram'pa on down, turns out for festivity, foolishness and fun. In High Point, Haw River, Topnot —throughout the nation's 44th TV market —they're local institutions: "Why it wouldn't be a parade without the Old Rebel and Pecos Pete." Part of their ability to delight audiences comes from their deep and genuine affection for children—and the feeling is mutual!*

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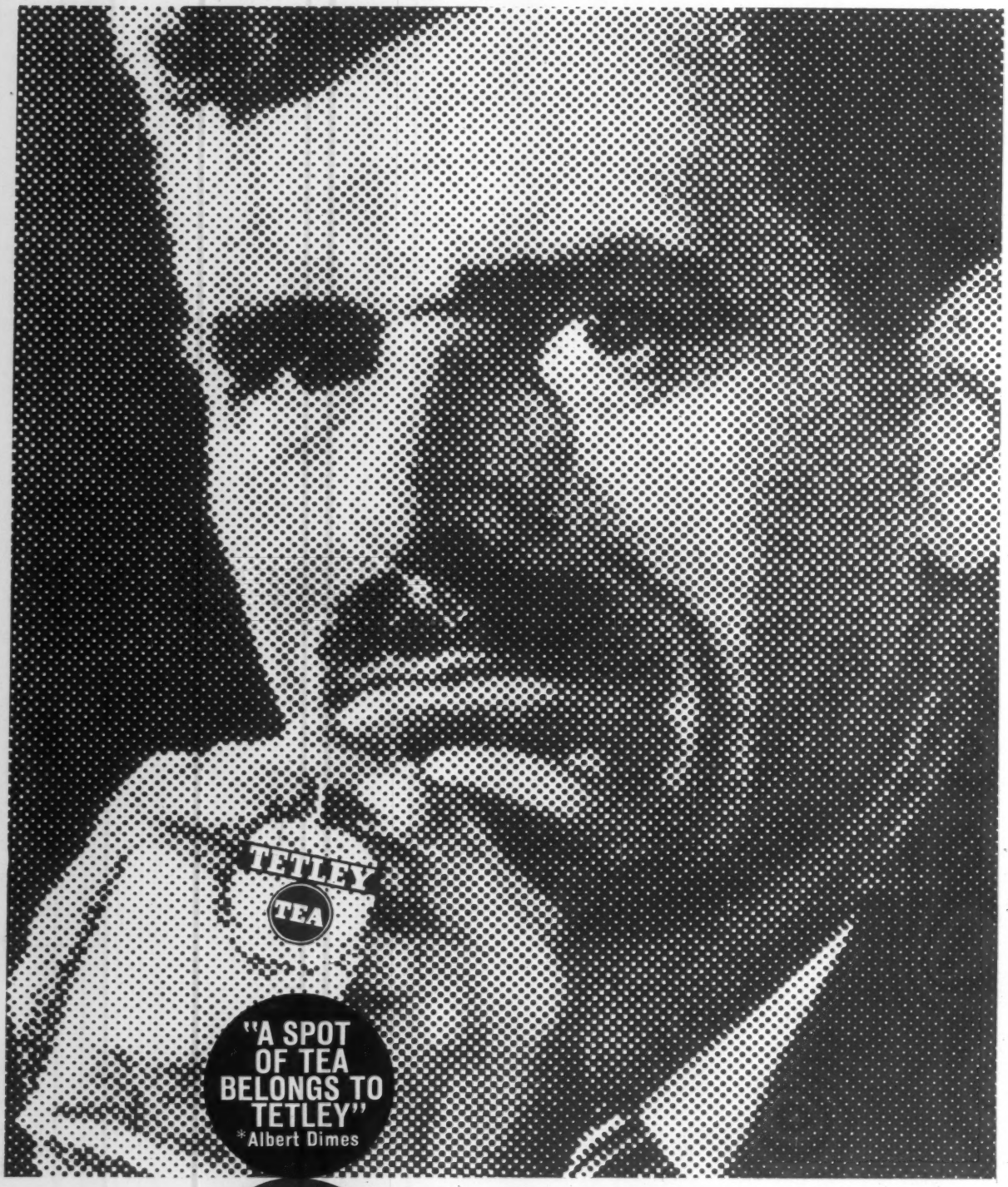

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